

EXHIBIT NO. 1

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City of Alexandria, Virginia

MEMORANDUM

DATE: DECEMBER 4, 2003

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER *PS*

SUBJECT: VISITORS CENTER STUDY

ISSUE: Findings from visitors center consultant study and public process.

RECOMMENDATION: That City Council receive this report and the following recommendations and docket the report for public hearing on Saturday, January 24, and consideration on Tuesday, January 27:

- (1) remove the Market Square and the expanded Ramsay House Visitors Center options from further consideration;
- (2) maximize the benefit of Ramsay House for visitors by improving its interior programming of space;
- (3) pursue initiatives regarding improved signage, marketing, kiosks, parking, tour bus management, and a new King Street Metrorail station visitor information area; and
- (4) not pursue the leasing of a retail site in the Market Square area at this time.

BACKGROUND: Over the past decade the City has considered alternative locations for its current visitors center located at 221 King Street in Ramsay House. In order to determine if a new visitors center was needed and, if so, where it should be located, the City retained expert consultants in the area of tourism development and promotion to conduct a thorough and independent study of the needs of the City. In April of 2003 Council held a work session with the consultant (Parter International), and in June Council received the staff report and the consultant's full report, which made recommendations for improving the quality of Alexandria's visitors' experience. The report recommends that the City build a new, expanded visitors center, and recommends as the preferred locations either an expanded Ramsay House or a new building on Market Square. The Parter report also recommends, regardless of whether or not there is a new visitors center, that the City make improvements to signage, tourist information, parking, and transit and tour bus management associated with the primary tourist areas in Old Town.

Last June City Council asked staff to study the sites and scenarios recommended by the consultant and to bring the consultant's report and site options before the public in a review process, in order to ensure that citizens were informed of the Parter recommendations and had sufficient opportunity for input. The Department of Planning & Zoning facilitated a series of public review sessions during September through November of this year. Attachment 1 contains

a list of invitees to these sessions; Attachment 2 contains the findings which resulted from the public review process and staff analysis.

CONCLUSION: City residents and business owners have many opinions on a new visitors center, some of which differ from those of the expert consultants who see Alexandria from a visitor-centric point of view. As a result, what may work best as a visitors center may not work best from a wider community perspective. On the other hand, the consultant provided important information to the City, its staff, residents and businesses about the dynamics of an effective visitors center, provided sound reasons why visitors center locations outside of the visitors domain would not be a wise City investment, and identified key strategies which could strengthen the visitor experience in Alexandria.

Considering the consultant's analysis and recommendations, the opinions of the community members who participated in the community process, the fiscal impact and costs of a visitors center (Attachment 3), and the City's fiscal outlook over the next five to ten years and the many other areas competing for City resources, staff recommends the following:

- a new visitors center *not* be placed on Market Square;
- Ramsay House not be expanded because of the resulting loss of open space;
- Ramsay House, because it is so well located, be reviewed to maximize the visitor experience there by improving its interior programming of space;
- staff, in conjunction with ACVA, pursue the non-center focused consultant recommendations regarding improved signage, marketing, kiosks, parking and tour bus management, and a King Street Metrorail station visitor information area; and
- the leasing of a retail site in the Market Square area for a visitors center not be pursued at this time, but remain as an option for future consideration.

FISCAL IMPACT: For any option chosen by Council, staff will need to develop more specific proposals with detailed costs for final Council determination before the option is implemented. The FY 2005 operating and capital budget process would best serve as the appropriate venue for Council to consider the further tourism investments recommended above. Attachment 3 discusses the economic and fiscal impact of a visitors center in more detail.

ATTACHMENTS:

Attachment 1. List of community groups invited to participate in Visitors Center Report discussions

Attachment 2. Visitors Center Study Public Process Findings

Attachment 3. Fiscal Analysis Discussion

Attachment 4. Docket item, June 5, 2003, which details the findings of the Visitors Center Consultant Report (includes consultant's Executive Summary and PowerPoint presentation)

STAFF:

Mark Jinks, Assistant City Manager

Barbara Ross, Deputy Director, Planning and Zoning

Tom Luebke, City Architect, Planning and Zoning

Visitor Center Study Meetings/Presentations

Group(s)	Date/Time	Where
-Planning Commission-	September 4th-7:30 p.m. (at the end of the regular meeting)	City Hall, Council Chambers
-Alexandria Economic Development Partnership (AEDP)	September 24th-4:00 p.m.	AEDP Board Room
-King Street Metro Enterprise Team -Upper King Street Neighborhood Association -Old Town Business Association -Alexandria Chamber of Commerce -Inner City Civic Association	September 24th-7:30 p.m.	City Hall, Room 2000 (consultant presentation)
-ACVA Board - Lunch meeting	September 25th-11:30 a.m.	Holiday Inn, First St. (consultant presentation)
-Alexandria Federation of Civic Assn. -Historic Alexandria Foundation -Alex. Restoration and Preservation Committee -Historic Alexandria Resources Commission -Collaboration Committee - Alexandria Historical Society - Alexandria Association	October 8th-5:30 p.m.	City Hall, Room 2000 (consultant presentation)
-Old Town Civic Association	October 8th-8:00 p.m.	The Lyceum (consultant presentation)
-BAR-Old and Historic District	October 15th -7:30 p.m. (at end of regular mtg.)	City Hall, Council Chambers (staff)
-Parker Gray Board	October 22nd-7:30 p.m.	City Hall, Council Chambers (staff)
-General Public meeting	October 23rd -7:30 p.m.	City Hall, Room 2000 (consultant presentation)

Visitors Center Study Public Process Findings

Public Process Findings. The public process sought to involve those representative organizations which are directly and indirectly associated with Old Town, the historic attractions, and with business and the tourist industry. Meetings were advertised and generally well attended. The meeting format was generally one of presentation of the consultant's recommendations, followed by questions, answers and general discussion. The following discussion summarizes the most important issues raised in the public meetings.

1. Disparate opinions about tourism generally

Participants in the discussions expressed a variety of sentiments regarding a new visitors center. On the one hand, there are those, typically some Old Town residents, who recommend that the City *not* promote tourism if it means additional people, cars and buses visiting Old Town and creating more activity. On the other, members of the historic preservation community, including members of the Boards of Architectural Review, believe that the City, because it maintains a national treasure in its historic districts, has an obligation to promote knowledge of and understanding of it, and to make it as available to others as possible. The business community is supportive of the goal of increasing tourism as a way to grow the City's economy and increase tax revenues generated from non-residents.

2. Need for a visitors center

The community meetings also revealed that there is not a clear consensus in the community on the need for a new or expanded visitors center, or what location would best be used for a new or expanded center. Where there is support for a visitors center, it is highest from economic development and tourist-oriented businesses. While many acknowledge the importance of tourism as contributing to the local economy, many participants in the process were concerned about the impact of tour buses and the tourists associated with them. With a few exceptions, most participants agreed with the consultant report's finding that the existing Ramsay House was inadequate in its current form. It was acknowledged that Ramsay House, with its small 400 square foot welcome, orientation and information area, and its accessibility problems, does not adequately serve the City's tourists. A question was also raised about the accuracy of the statement that Ramsay House currently serves about 115,000 visitors per year. This 115,000, if anything, underreports visitors, as ACVA keeps a daily hand count, with visitors sometimes not all counted if the staff is busy serving them. ACVA then tallies the daily count into weekly, monthly and annual data.

3. Importance of Open Space

One clear message from the community relates to the value of open space. The consultants' two top recommendations for a new visitors center both involve losing existing open space. The proposed expansion of Ramsay House would require removing the small garden area between the current visitors center and the 219 Restaurant. Building a new structure on Market Square would remove at least one of the large landscaped areas framing the plaza that the public enjoys and expects to remain. Although there are some members of the public who are supportive of both of

these two site proposals, the great majority of people who gave an opinion felt that the loss of existing open space for a visitors center was not warranted.

4. Location for a visitors center

After reviewing many sites City-wide, the clusters of sites identified positively by the consultants were focused either on lower King Street in the vicinity of the existing Ramsay House, or on upper King Street at or near the King Street Metrorail station. The rationale for these two general areas is that for a city with Alexandria's attributes, a visitors center, to be successful, needs to be where the visitors are, and cannot be outside the visitor domain.

a. Lower King Street. The consultant report favored the development of two lower King Street sites, Ramsay House and Market Square, as being the most positive options in terms of access, visibility, and location within the visitor domain. Probably the strongest amount of community support exists for the expansion of Ramsay House, although significant concerns were voiced about both the loss of open space and the compromise of what is rightly or wrongly considered Alexandria's oldest building. However, many in the historic community recognize that Ramsay House and its garden is not an historically accurate reproduction of prior structures on that site. The option to put the visitors center on Market Square was by far the most divisive alternative, with responses either highly positive (as an enhancement of the quality of the existing urban plaza) or highly negative (as the destruction of a civic space that is considered sacred). What emerged from the public process was that the development of either of these options runs counter to the community's strongly held values regarding the preservation of open space and civic landmarks.

b. Upper King Street. Regarding the potential locations on upper King Street for a center, as upper King Street is not the heart of the visitor domain, there was little overt support for locating a full visitors center there, although it was the preferred option of some Old Town residents and some upper King Street businesses. Getting tourists who most often use Washington Street to enter the City, and who want to visit lower King Street sites, to go to an upper King Street visitors center is not likely. However, in recognition of the importance of transit-oriented tourists, there was virtually unanimous community support for developing a small satellite visitors information area or kiosk facility in association with the King Street Metrorail station. This idea remains a strong option, and City staff has discussed with WMATA staff the concept of using largely empty space within the station concourse or outside the station on WMATA property. While WMATA staff responded that it will only support use of its property outside the station building for a kiosk, further discussion between WMATA and the City is warranted to see if WMATA would be flexible about the interior use of the King Street Metrorail station space.

Based on the feedback from the public process, there is no one specific location for a new visitors center generally accepted in the Alexandria community. On the other hand, the prevailing opinion was to support the consultants' finding that the lower King Street area in the existing Ramsay House/Market Square area is the best location for a visitors center because that

area includes or is near the great majority of major tourist attractions and is the most visible. Given the lack of support for losing open space at Ramsay House or Market Square, several members of the public suggested that the City continue to look for a different location, including existing retail spaces.

5. Potential Other Locations

Two existing retail sites were reviewed because they are either already under City lease or will be vacated by their existing tenant in 2005 and might be viable locations for a store-front type visitors center, based on their size and location near the Ramsay House/Market Square area within the visitor realm, including:

- 401 King Street/Tavern Square (currently privately-leased)
- 132 North Royal Street/Tavern Square (currently City-leased)

These sites, and others that may become available, offer the advantage of being close to or facing King Street and are adjacent to or within one block of Market Square with all its advantages of access and visibility. Other retail sites near King and Union or on Lee Street were considered, but they would not be viable sites, as their location has significant drawbacks. Each of the two retail sites reviewed (401 King and 132 N. Royal) offer enough floor area to accommodate the program recommended for the visitors center (3,600 square feet) all on one level adjacent to the street. Furthermore, these spaces are available now or in the near future for lease and could be used for a limited period of time (five to seven years) on a trial basis to determine the effectiveness and viability of a larger visitors center for the City. While there are substantial costs of leasing (\$100,000 to \$200,000 per year) and outfitting space (\$500,000 to \$800,000) for this use, they can be considered in relationship to the sunk costs and longer schedule of planning for and building a new structure. The City's consultant has reviewed these sites, and believes that these two spaces, while a less effective location for a visitors center than Market Square or Ramsay House, could be successful visitors center sites. Although rental of space is less expensive in the short-term, it is more expensive in the long-term than new construction. However, that would be the tradeoff required in order to fully preserve the Market Square and Ramsay House open space.

6. Maximize the benefit of Ramsay House

While there are limitations which cannot be overcome given the physical constraints of Ramsay House, internal improvement in how the space is used is feasible. For example, using video and flat screen technology and/or computer technology, it would be possible to accomplish some of what an expanded visitors center could accomplish in regards to increased tourist information and orientation. Also, rethinking how the ancillary space of Ramsay House could be used may yield some enhancements worth pursuing.

7. Signage, Kiosks, and Marketing

There was close to unanimous support for a City study to create a comprehensive, coordinated City-wide signage system to assist visitors find their way along King Street and around Old Town. In follow up to the consultant recommendations this summer and fall, City staff have been working with staff from the Society for Environmental Graphic Design to learn about how

comprehensive sign programs work and also learn how to structure a proposed City-wide signage program. In September the City installed new simple temporary blue and white wayfinding signs along King Street. These signs have received strong positive feedback from visitors, residents and the business community, and thereby reinforced the consultant's recommendations about the benefits of a comprehensive City-wide improved signage program. At some point later in this fiscal year, and in coordination with the FY 2005 City budget process, staff will bring specific signage structure, process, cost and timetable recommendations forward for Council consideration. Kiosks at special locations, including near or inside the King Street Metrorail station, were also suggested, which could include maps and generalized information about historic attractions, restaurants and shopping opportunities. Installing an information desk (to be staffed during peak tourist months) inside the King Street Metrorail station is an idea also worth pursuing. Increased investment in marketing by ACVA is also a viable alternative way to increase tourism. Marketing can be targeted to specific audiences and geographic locations and can result in an increase in the number of visitors to Alexandria.

8. Parking, Traffic and Tour Buses

There was also near universal concern about parking and car and tour bus traffic management, and recommendations that the City create a more organized approach to directing visitors and tourism to specific locations so that they are not unnecessarily traveling or parking on City streets. While improved signage will address this issue to some degree, more active parking and tour bus management is desirable. In addition, suggestions were made about increasing the use of transit for visitors. In order to deal with parking, traffic and tour bus issues, it is recommended that ACVA and City staff begin to work out specific recommendations for community and Council consideration.

Fiscal Impact of the New Visitors Center

While it would be ideal to be able to measure what the economic impact of tourism is in relation to the current Ramsay House Visitors Center (as well as any future visitors center alternative), the numerous variables which influence tourists and business travelers' decisions make this difficult to accomplish with the desirable degree of accuracy. The problem is in part due to the fact that tourism is generated from a number of sources such as guide books, news stories, advertising, marketing, word-of-mouth, hotel incentive packages, tour operator business plans, as well as the location of business meetings and conventions. In addition, tourism is influenced by changes in the national economy, social trends and preferences (such as the recent trend towards heritage and cultural tourism), as well as by external events (such as perceived terrorism threats).

As a result, a realistic, hard quantification of the impact of a visitors center is not feasible, according to the consultants hired for this study assignment. In the early parts of this study, staff pressed the consultants on this issue, and they indicated that developing quantitative measures would not be productive or reliable. While some firms and the tourism industry produce economic impact studies, one usually finds, when looking at the key variables used, that major subjective judgments have been quantified to create what appear to be objective results.

However, while measuring the economic impact of a new or expanded visitors center is difficult, one can project current City tax revenues directly related to tourism and then measure what a one percent increase in tourism tax revenues would be. One can then (a) determine the annualized costs of a new or expanded visitors center (operating costs plus amortizing capital or rental costs), (b) determine the percentage increase in tourism revenue necessary to equal these annualized costs, and (c) determine whether that percentage increase in tourism revenue meets a test of reasonableness.

- Each 1% increase in current tourism-related tax revenue equals about \$100,000. (This is based on estimated annual tourist-related tax revenue of \$10 million, which in turn is based on total annual tourist-related spending in Alexandria of about \$500 million.)
- Estimated annual new operating and amortized capital or rental costs of a visitors center is approximately \$200,000 to \$400,000 per year
- Therefore, it would take a 2% to 4% increase in tourism-related tax revenue to reach a breakeven point of revenues vs. expenditures.

As part of the Parter consulting team, the architectural firm of Powe Jones Associates estimated the construction costs of the Ramsay House renovation and expansion at \$1.6 million and the Market Square option at \$2.6 million. The City then retained a firm to review the options and verify the cost estimates, as well as to review the proposals for constructability. The resulting cost estimates were not materially different than the Powe Jones estimates, and they concurred that the two plans were constructable. It is estimated that additional staffing and operating costs of new or expanded visitors center facilities would total about \$0.1 million per year. If the City rents space for a facility, the annual rental costs would range from about \$0.1 million to \$0.2 million per year.

For other initiatives such as signage, marketing, outfitting the King Street Metrorail station and kiosks, the costs vary. For a City-wide signage program the costs could be as high as \$2.3 million (mostly up-front capital costs which can be phased in) plus an ongoing maintenance cost. Marketing costs can also vary depending on the level of increased marketing desired and determined to be effective. Consideration of an increase in marketing efforts of between \$0.1 million and \$0.5 million would be reasonable. The costs of outfitting the King Street Metrorail station (or an area immediately outside of it) would vary widely depending on the level of outfitting possible and desired. The costs of kiosks would also vary, depending on the number and features desired in the kiosk type chosen.

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6-10-03

City of Alexandria, Virginia

MEMORANDUM

DATE: JUNE 5, 2003
TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: PHILIP SUNDERLAND, CITY MANAGER *PS*
SUBJECT: RECEIPT OF THE VISITORS CENTER CONSULTANT REPORT

ISSUE: Consideration of the next steps in the Visitors Center Study process.

RECOMMENDATION: That City Council:

- (1) Receive the *Alexandria Visitors Center Report* and refer it to the City staff for coordination and further analysis, discussion and consideration by the community; and
- (2) Request that the City Manager bring recommendations concerning the establishment (or not) of a new or expanded visitors center to the City Council for public hearing and final determination before the end of 2003.

BACKGROUND: Over the past decade the City has several times considered alternative locations for its current visitors center located at 221 King Street in Ramsay House. These considerations have been based upon the widespread acknowledgment that tourism is an important element of the Alexandria economy and that Ramsay House is too small (with only a 400 square foot welcome, orientation and information area) to adequately serve tourists, as well as its tourist information room is difficult to find and utilize with the requirement of climbing many stairs, and with an entrance that is difficult for tourists to find and utilize.

In order to determine the best location for a visitors center and to define what a visitors center for the City of Alexandria should be, the City sought out, through a competitive process, experts in the area of tourism development and promotion to conduct a thorough and independent study of the needs of the City. The study was started in the fall of 2002 with a series of interviews of residential and business stakeholders, entailed substantial data gathering and analysis, and included a presentation at a Council work session on April 22 of the consultant's draft findings. The consultant has now finished its report: *Alexandria Visitors Center Report* (Attachment 1). Given the voluminous size of this report and its appendices, copies will be placed for public review in the City Clerk's Office, the Department of Planning and Zoning, at the Beatley Library, and at the offices of the Alexandria Convention and Visitors Association. Copies of the executive summary of the report (Attachment I) and the consultant's PowerPoint summary (Attachment II) of the report will be posted on the City's web site, as well as the Alexandria Convention and Visitors Association (ACVA) web site.

Report Findings

National and Local Tourism Trends: The report notes that while tourism grew in the 1990s nationally, it slowed in 2001. The tragic events of September 11, 2001, the temporary closing of National Airport, the sniper incidents, the anthrax incidents, and the periodic increased terrorist alerts have all contributed to a decline in the tourism industry in the region, as well as in Alexandria. While tourism nationally and in the region is expected to grow in the future, the growth may be slow and may be selective based upon increased competition for limited tourism dollars.

Alexandria has assets which are considered competitive. These include being in a state which has 55% of the population of the United States within 500 miles and being very attractive to cultural and heritage oriented tourists. More tourists are now choosing to drive and to take shorter, but more frequent vacations. Cultural and heritage tourism is important because this element of the tourism market is growing, has longer staying patterns, and spends more than typical tourists.

A recently completed survey of 952 visitors to the City, titled *Profile Study of the Alexandria Visitor*, found that:

- Alexandria tourists have a higher median income of \$77,000 which is substantially higher than the national average of \$48,500,
- Repeat business is evident as 62% of tourists have been to Alexandria before,
- Word-of-mouth from friends and family dominates the source for discovering Alexandria,
- Alexandria's proximity to Mt Vernon is important,
- 59% of visitors stay at least two days,
- Nine out of ten visitors give Alexandria the highest satisfaction rating allowed, and
- On a list of twelve activities that tourists to Alexandria recommend, the Visitors Center was 12th on the list with only 3% of the survey respondents listing it.

Comparables: The consultant study looked at five other jurisdictions' visitors centers. Factors reviewed included: location in relation to the tourist domain, size of facility, parking, shuttle services and purpose that the facility serves in order to understand what might work for Alexandria. These included:

- Charleston, South Carolina
- Montgomery, Alabama
- Corning, New York
- Newport, Rhode Island
- Easton, Pennsylvania

Strengths, Weaknesses, Opportunities and Threats (SWOT): In order to determine the type and location of a visitors center for the City, a SWOT analysis was undertaken to assess and evaluate the tourism market and to help develop recommendations for City Council consideration. A summary of this analysis is provided in chart form below:

Proposed Mission: Based upon the analysis of the Alexandria tourism market and its potential, as a precursor to making site and facility size recommendations, the consultant drafted a proposed mission for an Alexandria Visitors Center. This proposed mission states:

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Well-defined Visitor Domain • Access to Large Regional Market • Condition of Public Environment • Unique Product • Alexandria is Attractive to the Cultural & Heritage Tourist • Tourist Satisfaction • Increasing Realization of the Value Tourism Provides the City 	<ul style="list-style-type: none"> • Signage • Parking • Visitor and Tourism Data and Research with Respect to Day Trippers 	<ul style="list-style-type: none"> • New Visitors Center • Increased Tourism Marketing • Support for Tourism • Maximize Riverfront Potential • Partnerships <ul style="list-style-type: none"> • Partnering with Washington, DC and Mt. Vernon • Moving Tourists Beyond Old Town • Nurture Relationship with Motorcoach Operators 	<ul style="list-style-type: none"> • Conflicts Between Tourism Activities and Neighborhoods • Change • Traffic Congestion • Competition from Other Localities • Terrorism

The important conclusion that the consultant reached states “the (Alexandria Visitors) Center should orient, inform and educate visitors; prepare them for the remainder of their stay; motivate them to go out and find historic sites, and other attractions and amenities. The Center will provide an interpretative context for, or linking of, these sites, attractions and amenities, but it will not, for the most part, be a place where the stories are told of the interpretation is rendered for individual sites and attractions.” This conclusion is key as it ultimately drives the scope (size, staffing, mission, and cost), and to some degree the locational options of an Alexandria Visitors Center.

As an outcome of this conclusion, the consultant recommends that the City have a visitors center of 3,500 square feet (gross square feet), including a 1,500 square foot information and orientation area. Such a facility could serve about 1,000 visitors on a peak day, including about 75 persons at any single peak time.

Locational Analysis: In developing locational options for a visitors center, the consultant had to analyze travel patterns, the location of tourist sites, and fit that with the experience that (p. 66) “successful visitors centers are located where they are easy to find and use, both for tourists who intended to stop there first, as well as for those who come upon it in their travels and decide to stop in.” This resulted in the consultant eliminating from consideration locations outside of the tourist domain of Old Town, and then focused for site locations the King Street corridor area from the King Street Metro Station to the Potomac River. This is where the tourists are, where there is greater potential for increasing tourism, where tourists (such as those traveling between Washington D.C. and Mt. Vernon) can be easily diverted to, and therefore this makes the best location to consider in looking at visitors center site alternatives.

Report Recommendations: The report contains two classes of recommendations. The first is a set of general recommendations common to all sites (as well as the status quo option of doing nothing to change the existing Ramsay House Visitors Center). The second set of recommendations represents the site location alternatives for a new or expanded visitors center.

The general recommendations include:

- Substantially improve (or create) signage and wayfinding systems. Informational and directional signage for tourists is a critical weakness of the City. If tourists are to learn what the City has to offer, lengthen their visits, as well as visit again, making it easy to find the visitors center, City historic sites, amenities and parking is necessary.
- Mass transit-oriented tourism should be further encouraged. The DASH About is a start towards this end, but more can be done to encourage more mass transit use, expand the DASH About, as well as encourage visitors who are staying in the Washington D.C. area outside of the City to visit the City via Metrorail.
- Supplemental information opportunities such as having mini-stands or kiosks at City events such as the Red Cross Festival or the Scottish Walk can boost tourism (including promoting Alexandria as a shopping and dining destination), especially from those living in the greater Washington D.C. Metropolitan Area.
- Alternative parking programs (discounts, better signage, increased availability) should be developed in order to make parking for tourists easier than it currently is.
- Encourage greater use of motorcoaches, as well as have motorcoaches extend what is typically a short stay in the City. This would require a more active motorcoach management and expanded off-site parking for motorcoaches.

The six options, which include different siting options, presented by the consultant include:

Options 1 and 2 New Visitors Center on Upper King Street: These options would have a new facility constructed on either the King Street Metro station parking lot or on the east end of the King Street Gardens triangle park adjacent to the King

Street and Diagonal Road intersection. A center at this site would primarily serve Metrorail users and would require most tourists and tour buses to leave the primary tourist domain and go out of their way to use the visitors center.

- Option 3 New Visitors Center in the Metro Station Concourse: This option would construct a visitors center at one end of the Metro station concourse or the other under the existing Metrorail platform. A center at this site would primarily serve Metrorail users and would require most tourists and tour buses to leave the primary tourist domain and go out of their way to use the visitors center.
- Option 4 New Visitors Center on Market Square: This option would add a visitors center to the east side of Market Square in the area where the planters are located and over the entrance to the Market Square parking garage. It is also proposed that a open air pavilion for farmer's market and civic stage use be constructed on the other side of Market Square. Market Square is scheduled for renovation in the next few years and the construction of a new facility would need to be coordinated with it, as well as coordinated with the proposal for the location of a Martin Luther King statue on Market Square. This Market Square location option would site the visitors center in the heart of the tourist domain as well as provide a single floor visitors center. This site is in the heart of the tourist domain. The consultant believes that this location and single floor design is the strongest of all the options presented
- Option 5 Ramsay House Renovation and Expansion: This option would provide a two story addition to Ramsay House over the adjoining garden area. The tourist orientation and information area would be on the first floor and tourist restrooms on the second floor. The report states that the architectural style would be respectful of the history associated with Ramsay House and the surrounding area. This site also is in the heart of the tourist domain, and represents the second strongest of all the options presented.
- Option 6: Ramsay House Status Quo or Renovation with Ancillary Welcome Space at the King Street Metro Station: This option would improve the interior of Ramsay House and add a welcome/orientation area to the King Street Metrorail station to the largely vacant ground level lobby area in the southern end of the station where the original entrance is located.

The major findings of the consultant's report were presented to Council at a work session on April 22, and then to the ACVA Board of Governors and to the Alexandria Hotel Association on May 12. For both of those meetings various civic associations and business groups (in or adjacent to where the site options were proposed), were invited, and some of these groups were able to send representatives. Further presentations to, and discussions with, these groups will need to occur over the coming months. Also an analysis of the various site options by City and ACVA staff will also need to occur. It is proposed that after there is time to conduct these analyses and to obtain

community input, that recommendations be brought back by City staff to Council before the end of 2003, with a public hearing scheduled on the recommendations.

In regard to the visitors center consultant recommendation that, regardless of the option visitors center site option chosen, a better coordinated signage and wayfinding signing program is needed in the City, staff has begun to study how other cities have developed and implemented such coordinated sign programs, as well as what a program might entail and how, and over what time period, it might be implemented. At some point before the end of 2003, either with or separate from the visitors center recommendations, staff will report its findings and make signage and wayfinding program process recommendations to Council. This report would not include a specific new sign program, but would define it, and make recommendations about whether or not, or to what degree, the City should start such a program.

FISCAL IMPACT: The various visitors center options have a wide range of costs. A new or expanded visitors center could cost (measured on an order of magnitude basis) \$1.6 million for the expansion of Ramsay House, \$2.6 million for the Market Square option, and between \$2.2 million and \$2.5 million for the upper King Street options. Ramsay House renovated and not expanded along with a welcome space in the King Street Metro station was not cost estimated, but would be the lowest cost alternative with a wide range of costs depending on how extensive the renovations and the welcome space program design were. Costing the signage and wayfinding program is difficult without defining how comprehensive and extensive such a program would be. Based upon preliminary discussions with experts in this area, an extensive signage and wayfinding program however could cost upwards to \$1.5 million. However, a less comprehensive program could cost much less. A program can also be designed in phases and implemented over a number of years, thereby reducing up-front costs.

ATTACHMENTS:

- I. Executive Summary of the *Alexandria Visitors Center Report*
- II. PowerPoint Summary of the *Alexandria Visitors Center Report*

STAFF:

Mark Jinks, Assistant City Manager

Barbara Ross, Deputy Director, Department of Planning and Zoning

EXECUTIVE SUMMARY

Alexandria is a city rich in history and cultural attractions with high quality dining and shopping experiences. These attributes make it attractive to residents and tourists. Tourism plays an important role in the local economy. The City commissioned this study to determine if a new visitors center is warranted and if so where it might be located. In conducting this study a team lead by Parter International, Inc. researched local and national tourism trends, conducted and reviewed surveys, held interviews, meetings and focus groups with a cross section of stakeholders, researched comparable facilities and identified potential locations for a new visitors center.

Alexandria has significant strengths as a tourism destination with a well-defined visitor domain and access to a large regional market of visitors. The city is unique, safe and friendly with visitors showing a high level of satisfaction with their experience in Alexandria. The city is poised to take advantage of growing support for tourism, a strong existing promotional effort and potential partnerships to maintain and enhance the economic benefit associated with increased visitation.

There is strong support for a new or enhanced Visitors Center in Alexandria to provide information and orientation to the city. Such a center would encourage visitors to fully explore the sights, attractions, shops and restaurants, stay longer, spend more, return again and recommend Alexandria as a destination to others. Properly located, it would act as a staging point for tours and events and a sender to all parts of the City.

Stakeholders felt a presence in the Old Town area was important. An analysis of traffic patterns reveals that visitors arrive almost evenly from the north and south making an Old Town location the most viable. Local concerns regarding parking and traffic need to be addressed as part of a larger transportation analysis and plan. The proportion of traffic related to visitors does not significantly contribute to existing conditions. Improvements in signage and wayfinding will help visitors navigate the City more efficiently and ease some of these issues.

An analysis of the existing Ramsay House Visitors Center shows that it is insufficient to meet the current and future goal of effectively and efficiently conveying tourist information. Although thought to be an historic structure, it is in fact a reproduction building that replaced a larger structure that was heavily damaged by fire in the 1940's. In a main area of about 400 square feet, the building currently serves more than 115,000 visitors a year. The majority of these visitors arrive in a season starting in April and running through October. To properly accommodate and serve existing visitors and anticipated growth in visitation, Alexandria needs a Visitors Center of approximately 3,500 gross square feet.

The Parter Team established site criteria and reviewed potential Visitors Center scenarios with a variety of stakeholders. With input from those interviewed, the Team identified potential locations throughout the city. Each location was analyzed with respect to its positive and negative impacts on residential and commercial activities in the surrounding area, traffic patterns, parking availability, public transportation, accessibility and other factors.

Alexandria Visitor's Center Report

A number of recommendations are made which are common to all locations. These include improvements in signage and wayfinding, exploration of changes in public bus service through special passes, extension of DASH About or free off peak service, and additional detailed parking and traffic evaluations. Motorcoach management through signage and route alterations is also recommended. Finally, creating supplemental information opportunities for festivals, events and busy days is also recommended.

Seven recommendations are made that include five potential locations. Three locations surround the King Street Metro Station. They are construction of a new facility either on the triangle formed by Diagonal, King and Daingerfield or on the Metro parking lot area or in the METRO Station Concourse. Two locations are in the heart of Old Town. They are a renovation and expansion of Ramsay House and the construction of a pair of pavilions on the planter areas of Market Square. One of these pavilions would function as the Visitors Center and the other as an open-air structure for the farmers market, events and festivals. Another option is to renovate Ramsay House and create an ancillary space associated with the King Street METRO Station. Lastly, the option exists not to make investment in physical improvements but rather to expand tourism marketing.

After thorough analysis and a series of public meetings and presentations, the Parter Team believes that the strongest options, and those with support from stakeholders, are the Ramsay House expansion and the Market Square options. The Market Square option is stronger programmatically than Ramsay House in terms of creating a positive visitor experience within the center. Both of these options serve to create a strong central presence in the visitor domain that is welcoming to visitors and conveys the quality experience associated with the City that will encourage people to stay longer, spend more and return again.

Alexandria Visitors Center Analysis

The Parter International Team

Parter International, Inc.

Powe Jones Architects

EDAW

Gorove-Slade Associates

Gallagher & Associates

April 22, 2003



The Assignment

- The Assignment:
 - Whether New Visitors Center Warranted
 - If So, Where Should It Be Placed?



Information Gathering

- Secondary Research
 - Local / National
- Primary Research
 - Interviews
 - Site Visits
 - Surveys
 - Focus Groups
 - Client Meetings


Findings

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> ■ Well-Defined Visitor Domain ■ Access to Large Regional Market ■ Condition of Public Environment ■ Unique Product ■ Alexandria is Attractive to the Cultural & Heritage Tourist ■ Tourist Satisfaction ■ Increasing Realization of the Value Tourism Provides the City 	<ul style="list-style-type: none"> ■ Signage ■ Parking ■ Visitor and Tourism Data and Research With Respect to Day Trippers 	<ul style="list-style-type: none"> ■ New Visitors Center ■ Increased Tourism Marketing ■ Support for Tourism ■ Maximize Riverfront Potential ■ Partnerships ■ Partnering with Washington, DC and Mt. Vernon ■ Moving Tourists Beyond Old Town ■ Nurture Relationship with Motor Coach Operators 	<ul style="list-style-type: none"> ■ Conflicts between tourism activities and neighborhoods ■ Change ■ Traffic Congestion ■ Competition From Other Localities ■ Terrorism




Tourism & Economics

- Strong drive market
- Alexandria tourist median income
- Repeat visitors
- Satisfaction rating
- The DC visitor
- Tourism economic impact
- Motor coach impact



Proposed Visitors Center Mission

- Provide a welcoming, pleasing and fun experience designed to encourage visitors:
 - to participate in all aspects of Alexandria;
 - to visit the surrounding area of Old Town, its historic and other attractions, restaurants and shopping;
 - to visit other Alexandria area and attractions outside of primary visitor domain;
 - to stay longer in and return to Alexandria; and
 - to leave as satisfied visitors and goodwill ambassadors for Alexandria.



Proposed Visitor Center Mission

- Provide information, directions, basic visitor amenities, reservations and ticketing, and access to attractions, facilities, hotels, restaurants and entertainment.
- Act as a staging point for walking, trolley and garden tours to reduce idling time and travel time for buses in the area.
- Act as a node or pick-up/drop-off point to encourage the use of mass transit.
- Convince tourists that Alexandria cares and wants to help make their stay an interesting and pleasant one.



Comparables

- Charleston, South Carolina
- Montgomery, Alabama
- Newport, Rhode Island
- Corning, New York
- Easton, Pennsylvania
- Types of Visitors Centers
 - Information centers
 - Information and orientation centers
 - Interpretive centers



Ramsay House Analysis

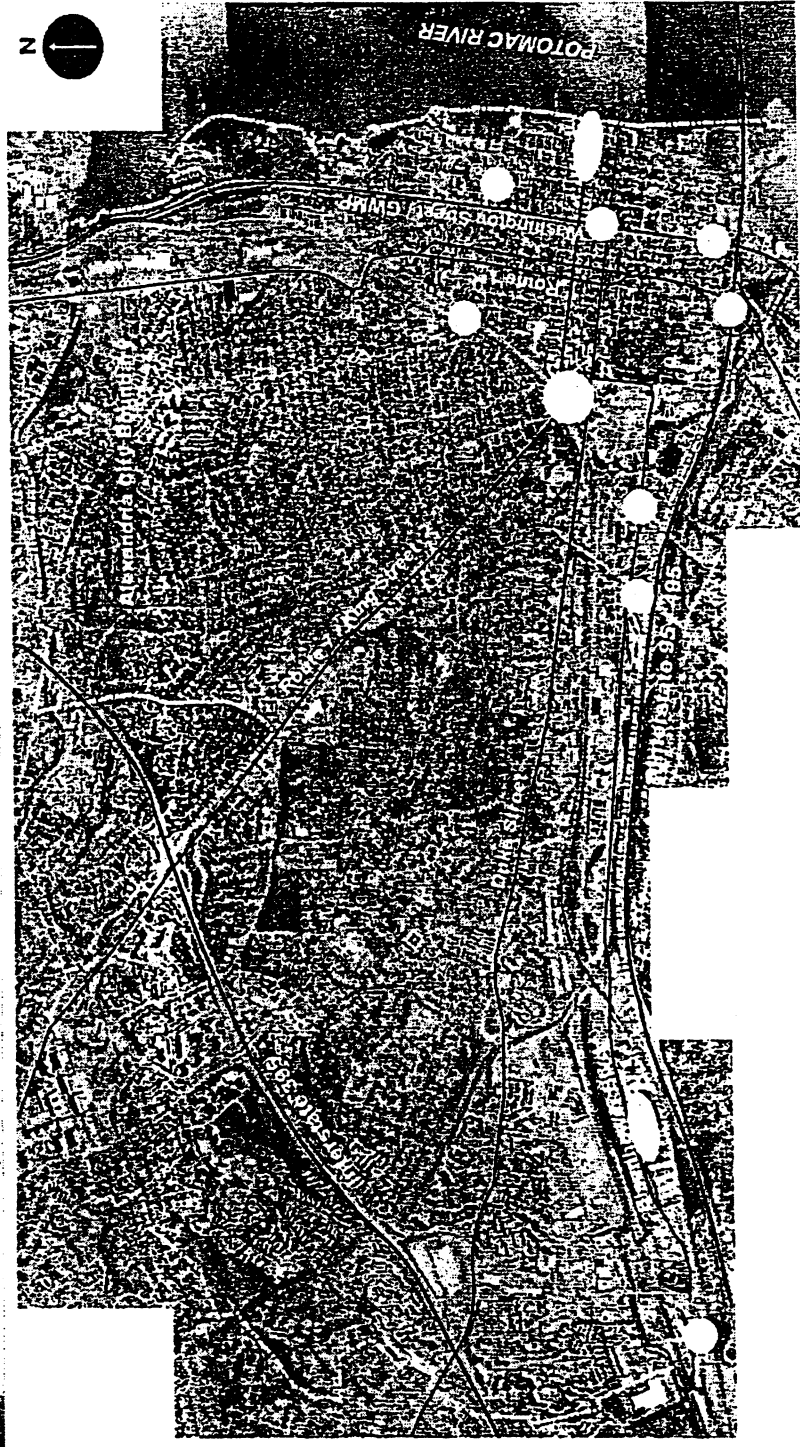
- History
- Services Offered
- Visitation & Usage
- Transportation
- Traffic & Parking
- Assessment



Site Criteria

- Relationship to tourist domain- King Street/center of Old Town
- Positive and negative impacts on residential and business neighbors
- Easy vehicular access, convenient to parking, public transportation/DASH/shuttle
- Convenience for motor coach tours
- Exterior spaces usable in fair weather for overflow and staging
- Visually accessible and identifiable for pedestrian and car traveler
- Connections and relationships to attractions, lodging, shopping & restaurants
- Public acceptance/acceptability
- Costs
- Operational issues

Locations Considered



POTENTIAL LOCATIONS CONSIDERED
CITY OF ALEXANDRIA
VISITOR CENTER ANALYSIS

Parter International, Inc.



Recommendations Common to All

■ Signage & Wayfinding

- Improvements will help manage traffic & parking, define districts & identity, reinforce the experience, create linkages

■ Public Transportation

- Encourage special bus passes; Extend DASH ABOUT to weekdays or free off-peak DASH
- King Street signal synchronization & larger pull-offs to clear lane of traffic



Recommendations Common to All

■ Motor Coach Management

- Improve signage, establish designated routes
- Set aside more drop-off on Market Square, identify and mark additional parking and partnerships

■ Parking

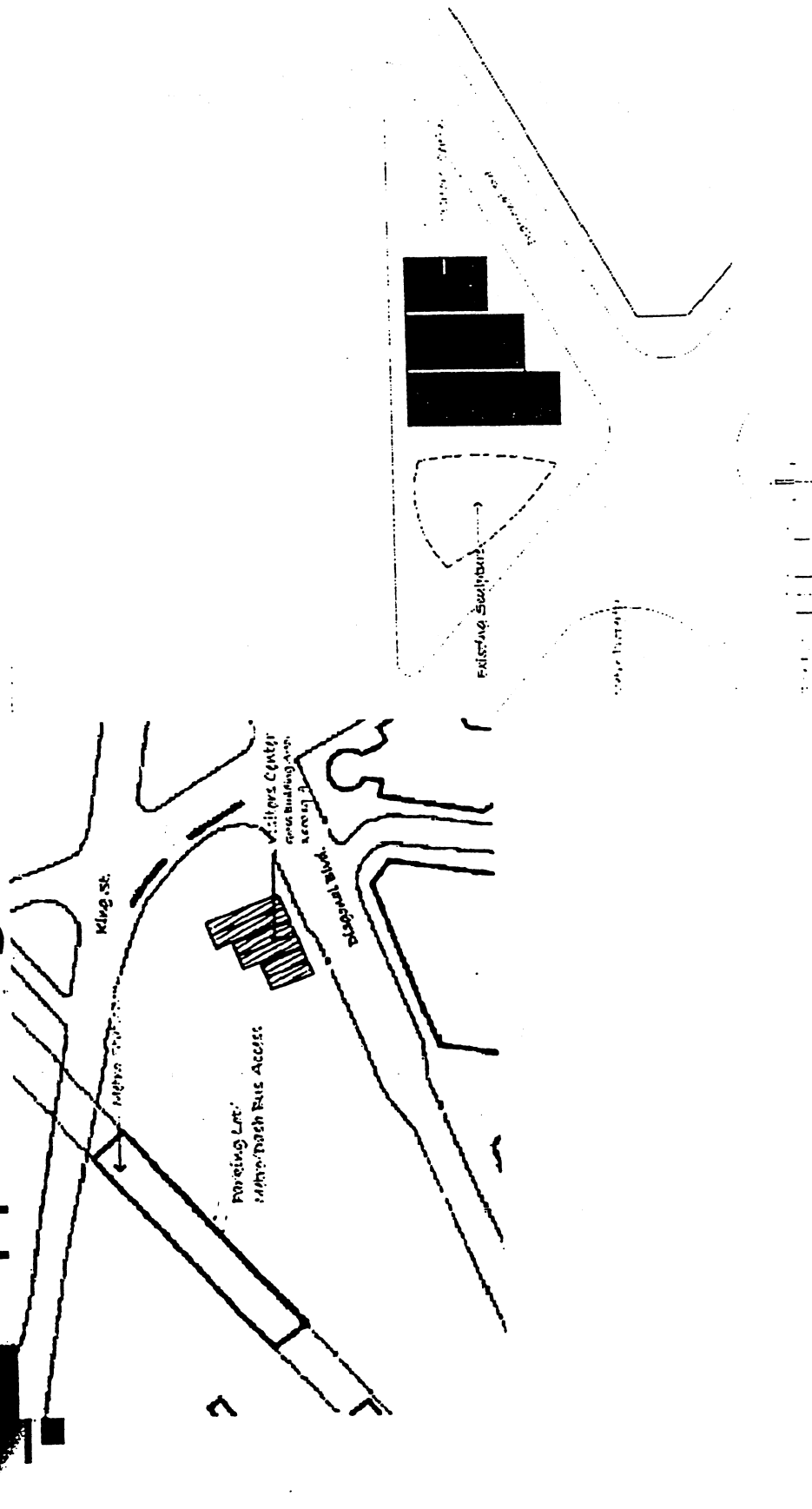
- Develop parking census, review parking regulations & explore discount rate structures



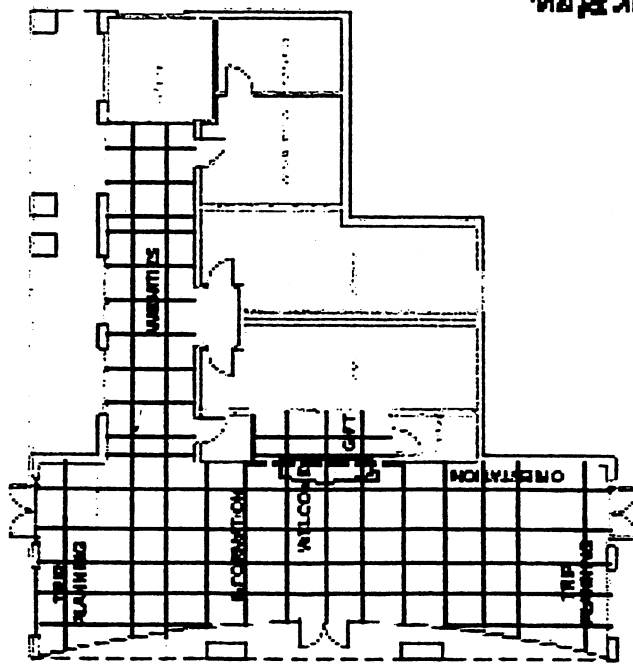
Recommended Site Alternatives

- King Street Metro Station Lot
- King Street Triangle
- King Street Metro Concourse
- Market Square
- Ramsay – Renovation & Expansion
- Ramsay – Status Quo/Renovate+Metro
- Ramsay – Status Quo – Marketing

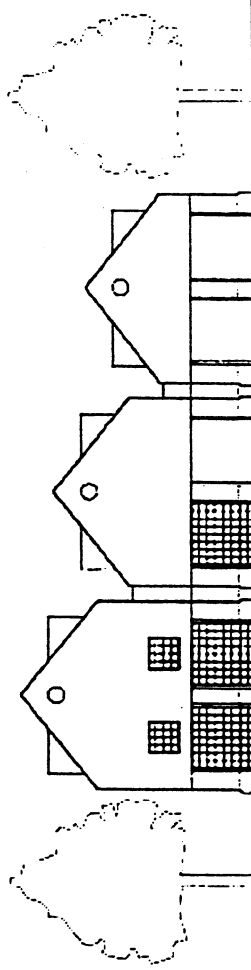
Upper King Street Site Alternatives



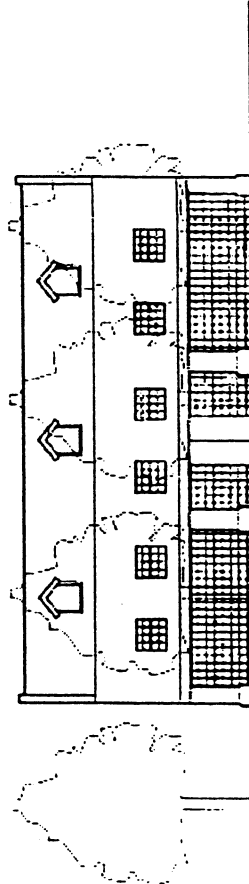
Upper King Street Alternative



Floor Plan

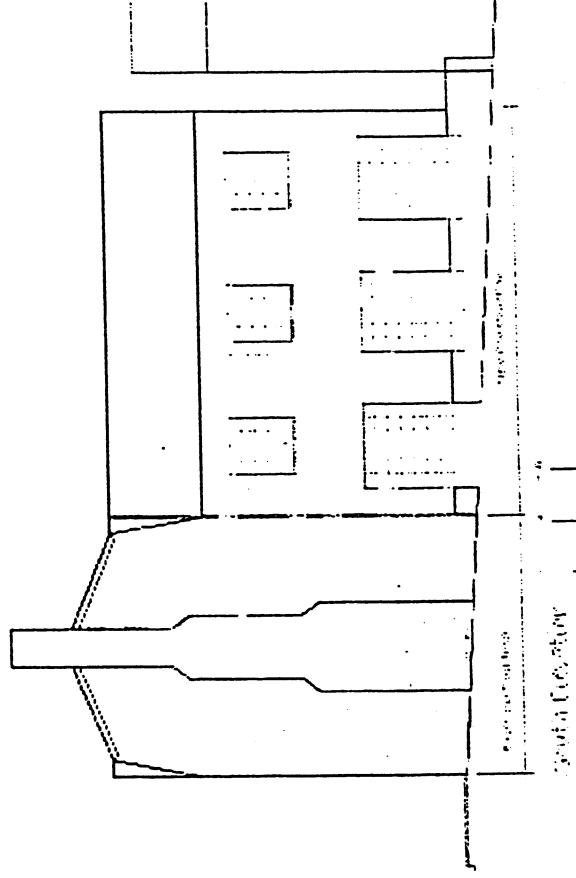
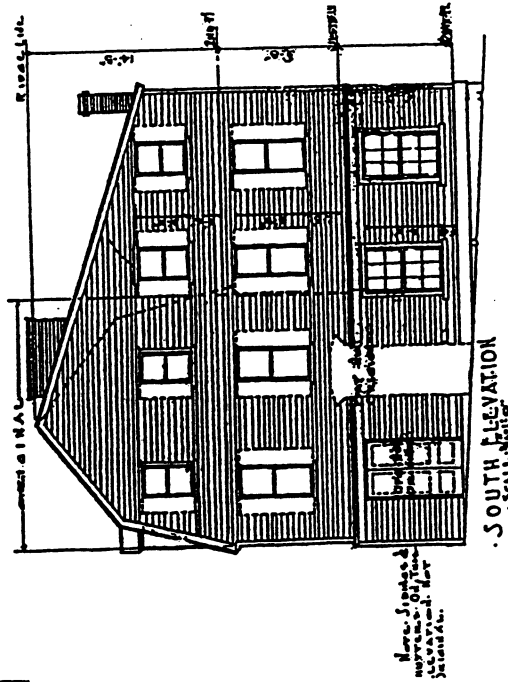


Side Elevation

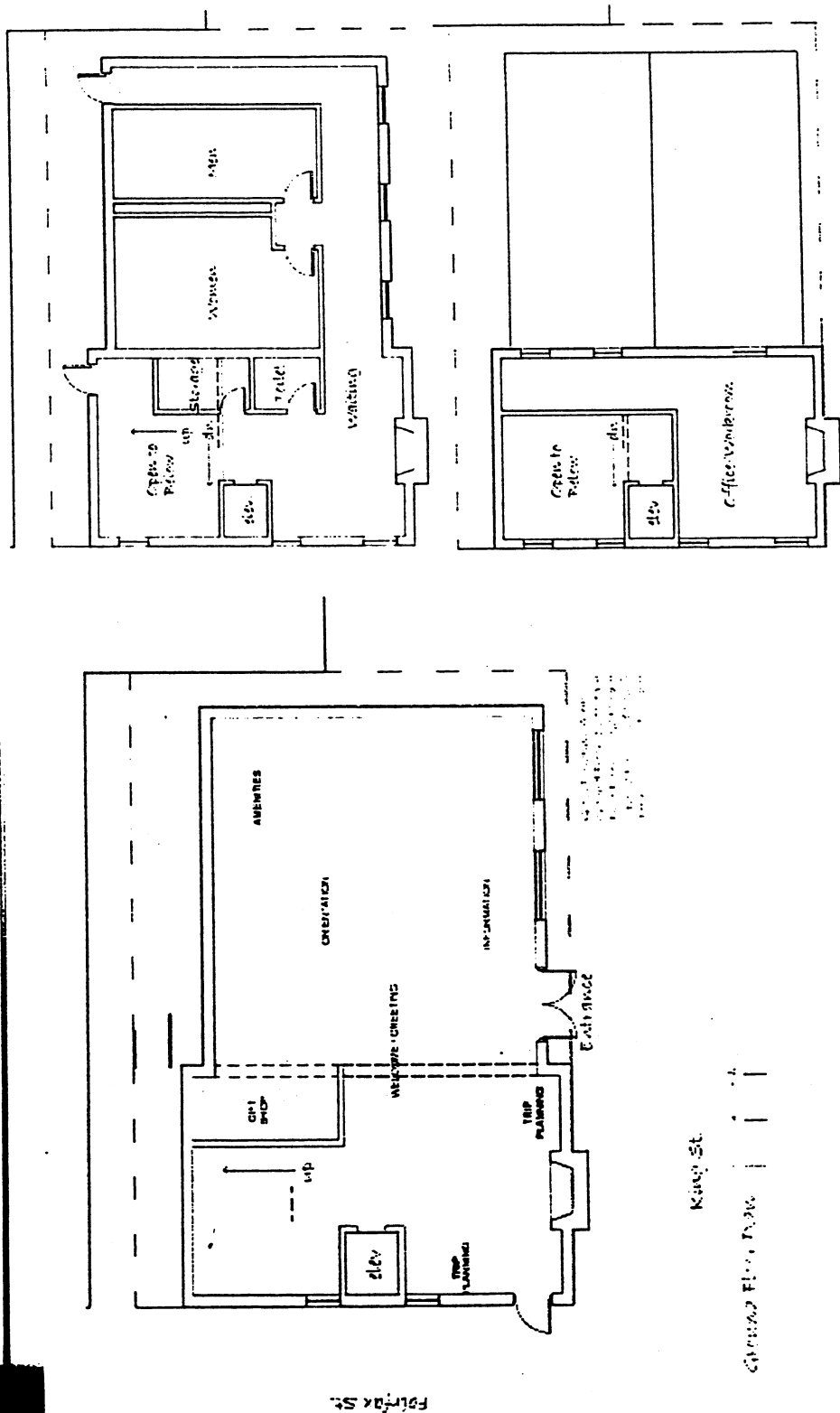


Front Elevation

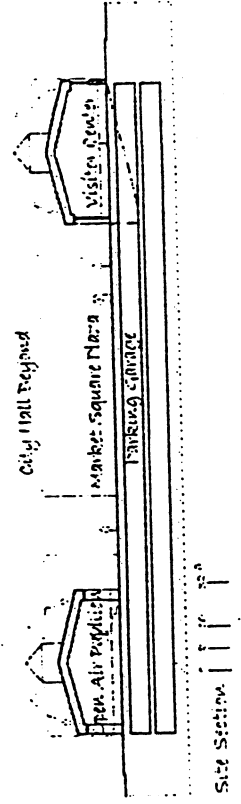
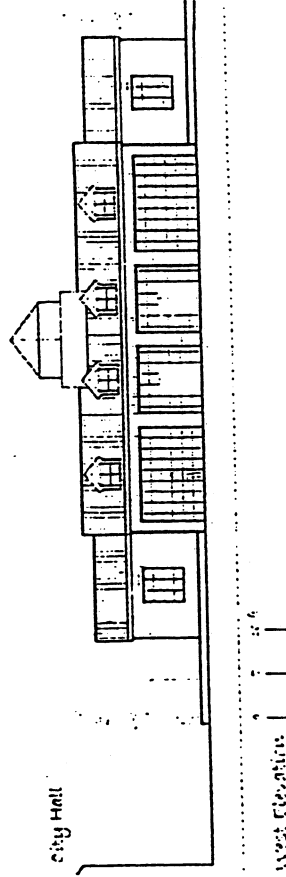
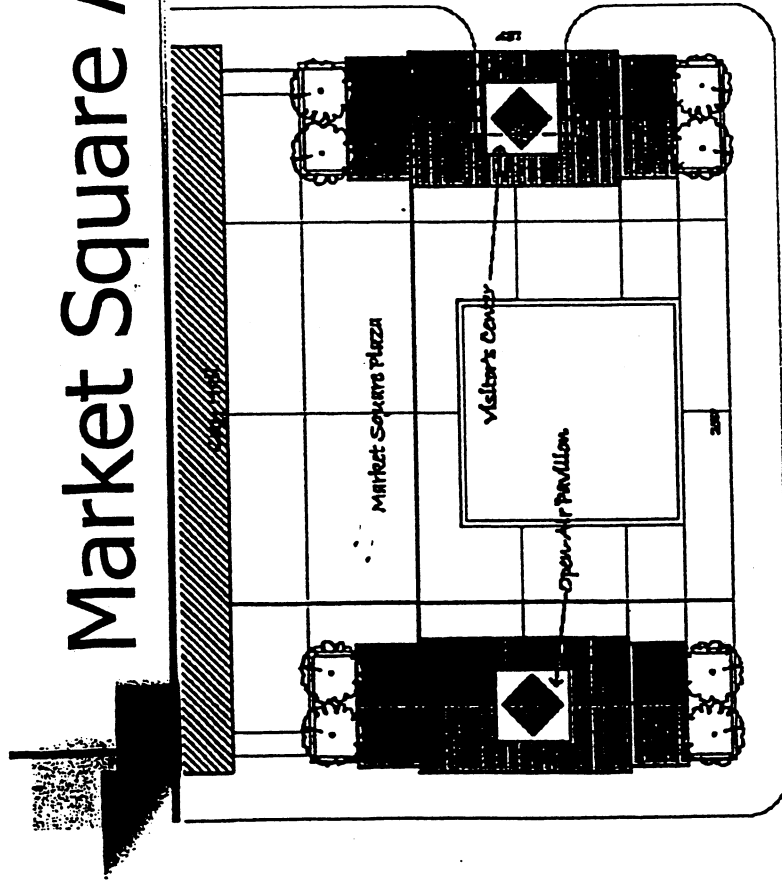
Ramsay House Expansion Alternative



Ramsay House Expansion Alternative

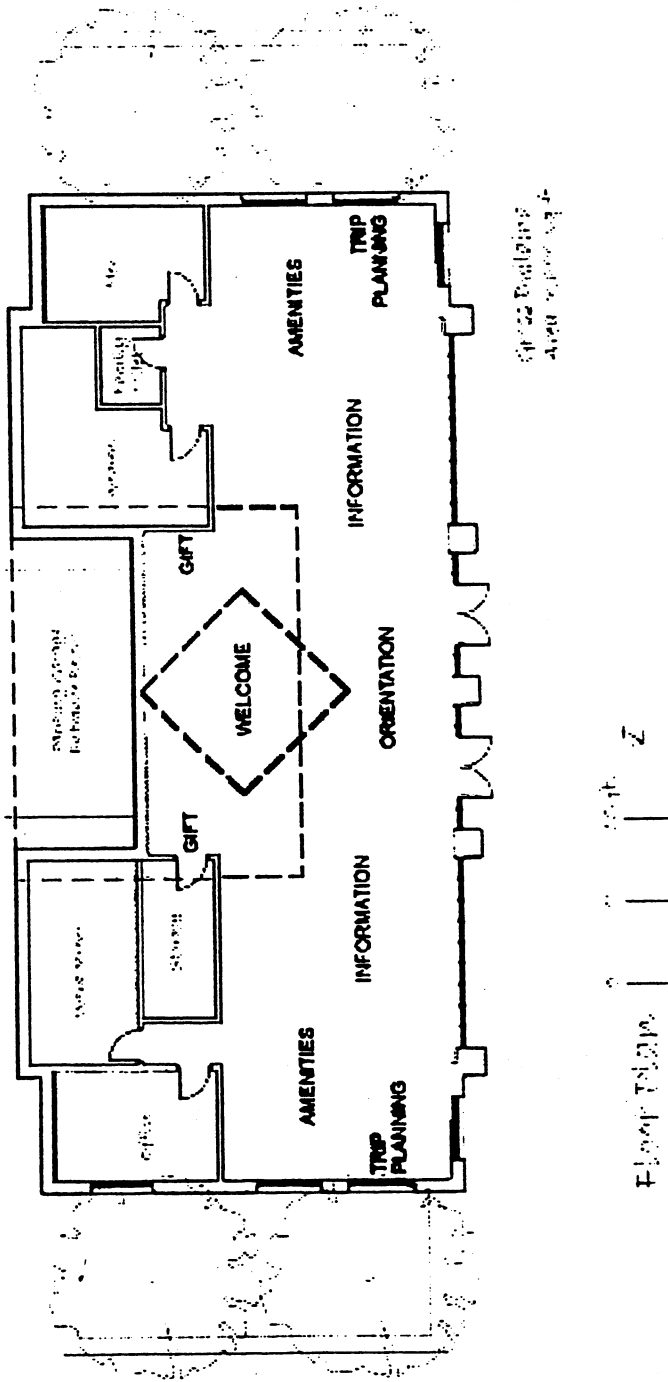


Market Square Alternative





Market Square Alternative



Site Issues/Properties	Ramsay House - Existing	Ramsay House - Expanded	Market Square Pavilion	Metro Station Concourse	Metro Station Lot	King St. Triangle
SITE ISSUES						
Availability	+	+	+	+	+	+
Site Acquisition	+	+	+	+	+	+
Proximity to Attractions	+	+	+	+	+	+
Visibility	+	+	+	+	+	+
Auto Accessibility	+	+	+	+	+	+
Metro Accessibility	+	+	+	+	+	+
Motorcoach Accessibility	+	+	+	+	+	+
Pedestrian Marshalling	+	+	+	+	+	+
Impact on Neighborhood	+	+	+	+	+	+
Size Fit w/ Program	+	+	+	+	+	+
Impact on Site	+	+	+	+	+	+
VISITOR CENTER ISSUES						
Site/Building Ownership	+	+	+	+	+	+
Visitor Experience	+	+	+	+	+	+
Visitor Convenience	+	+	+	+	+	+
Availability of Bus Queuing	+	+	+	+	+	+
Tour Marshalling Space	+	+	+	+	+	+
Impact on Neighborhood	+	+	+	+	+	+
First Cost	+	+	+	+	+	+
Operational Efficiency	+	+	+	+	+	+
ADA Accessibility	+	+	+	+	+	+

LDR Lonnie Rich
9
1-24-04

VISITOR'S CENTER
Alexandria City Council Public Hearing
January 24, 2004

Mr. Mayor and Members of Council, my name is Lonnie Rich and I am here today as the Alexandria Chamber's Vice-Chair for Government Relations. We strongly support the idea for a new or expanded Visitor's Center.

Although staff has encouraged you to table this issue, it is our opinion that you should not. The consultant and other groups that have looked at the current facility have concluded that it is inadequate for our tourists. Intuitively, this adversely affects the many small businesses, shops, restaurants and hotels who are dependent upon tourists being adequately served so they will stay longer, shop more, return to Alexandria and tell their friends about us.

I understand that an economic cost benefit analysis has not been done to prove these benefits which many of us perceive intuitively, but I have two comments:

First, if a study is needed, then commission the study rather than

tabling the matter. The Chamber is willing to work cooperatively with your consultant to perform such an analysis.

Second, and more importantly, we often act without a formal economic study. Over the last decade or so, we have rehabilitated, upgraded or expanded many^(most) of our public facilities – schools, libraries, recreation centers, ball fields, even City Hall – all, to my knowledge, without any economic cost benefit analysis. Why? Simply because that is what a world-class, first-class City does.

We know that our Visitor's Center is inadequate for our tourists and that it is inadequate for a City like Alexandria that has so much to offer our visitors. I encourage you to keep the new or expanded Visitor's Center alive with or without a formal economic study and I encourage you to get this project in the queue for our capital improvement budget.

Thank you.

#9
1-24-04

Docket item 9
Visitors Center
January 24, 2004

Good Morning, I am Lillian J. White, co-president of the League of Women Voters of Alexandria. We support promoting the economic health of our city by promoting tourism.

A way to accomplish this is to establish a Visitors Center that has high visibility and accessibility. Establish a Visitors Center that offers interpretive history, event promotion, information and, of course accessible rest rooms and possibly a cyberspace café. Establish a Visitors Center that is integrated in the heart of the historical center, Old Town.

We think the Hannelores' site on Pitt and King Streets fits this description. But we do not think you should ignore consideration of expanding the Ramsey site, adding the use of interpretative technology, restrooms and making it ADA compliant because we realize the lease and built out expenses of establishing a Visitors Center at Pitt and King Streets.

We do not support taking open/civic space from the front of City Hall to build a center or locating and building a center on the awkward space at the King Street Park site, the hat.

Furthermore, we recommend installing a Kiosk at King Street Station (working with WMATA), inside the gate and unstaffed.

According to Mark Jinks, the assistant city manager most tourists enter the city by car from Washington Street (80%), therefore we recommend installing signage designed to meet Washington Street standards that directs visitors to the center. We also recommend off Washington Street signage that directs tourists to City parking garages and lots.

At the city parking areas, we recommend pictorial maps of historical sights. We also recommend offering some free parking during high tourist season at designated areas.

A successful plan must include Motor Coach Management. We strongly recommend designated tour bus routes and parking sites around the city. We further recommend that tourist that come to our city by tour buses be dropped off at the King Street Metro area and board Dash About free ride with guides assigned to travel a King Street/Mt. Vernon Avenue Del Ray route. We also recommend a huge campaign to encourage the DC connected and other visitors to use Metro rail.

We recommend that the marketing plan include:

- *working with the hotel association, hotels, motels, bookstores, retailers, the Chambers to promote an integrated plan and to promote advertising of the city.

- *working with DC/Mt. Vernon tourist centers.

*costumed character on King Street to also direct visitors to lower King Street shops and restaurants, the Torpedo Factory and, of course the waterfront.

*encourage Gadsbys to hold the 18th century fair at least 2X a year and assist them to do so.

We strongly recommend showing off our historical city from the Lyceum, Gadsbys, the Black Resource Center to the Archaeology Museum and Fort Ward Museum and Park and, of course, the waterfront.

The end result would only mean happy tourists and cash registers ringing. In 2002 tourism statistics showed a \$425.2 million in tourism revenue with \$10.3 million in taxes generated for our city. Wise further planning can accomplish more, which would also help relieve some of the real estate burden placed on property owners in our city.

We recommend not making a decision today or on the 27th without, if you have not done so, carefully considering the location and the cost benefits for the city. We highly recommend going ahead with Motor Coach Management and signage considerations as soon as possible.

Thank you for the opportunity to speak on this important project.

original

#9

1-24-04

TO The Honorable William Eulle, Mayor, and Members of the Alexandria City Council

FROM Interested Citizens of Alexandria, represented by:

Mara Territo, owner, The Antique Guild, 113 North Fairfax Street,
resident 813 Bernard Street, Alexandria; and,

Leslie Anderson, resident 400 Madison Street, #1505, Alexandria

SUBJECT Presentation of Citizen Signatures in Opposition to the Proposed Visitor Center Construction on Market Square, and Other Tourism Considerations

DATE ~~December~~ ^{January} 24, 2004

Attached are the signatures of 274 citizens of Alexandria and surrounding communities, expressing opposition to the construction of a visitor center on Market Square in Old Town.

The signatures were collected over a one month period from October 24th through the end of November 2003 with the intention of presenting them at the public hearing on January 24, 2004 for consideration of the Council on January 27, 2004. Since the City Manager's December 4th report to the Mayor and Council recommends against Market Square for such a project and likewise for a Ramsey House expansion, we hope that these petitions will serve to strengthen that recommendation and permanently eliminate both sites from the considerations cited in the Parter Report, a study of the visitor center possibilities undertaken in 2003 by Parter International, Inc. at the request of the City of Alexandria.

About the Petition Drive: The purpose of the petition drive was to poll the community about the construction of a visitor center on Market Square and to verify the sense of overwhelming opposition to such construction that was expressed by citizens attending the October 23rd general public meeting/consultant presentation at City Hall.

The signatures were gathered by several individuals at a variety of venues, including: 1) the Saturday morning market, 2) local businesses, 3) local civic and residents' meetings and, 4) individual residences. While the petition question sought opinion solely on the matter of Market Square, many signers also raised questions about other visitor center options proposed in the Prater Report (e.g. Ramsey House modifications) and about Alexandria's general approach to tourism.

The Signatures: The majority of petition signatures represent the views of business owners and residents of Old Town Alexandria. These are individuals whose businesses are in Old Town, who live in the immediate vicinity of Market Square or who live

nearby. In addition, the petitions include the opinions of residents in surrounding communities who frequent Market Square and shop in the area.

The Result : The 274 individuals signers of these petitions represent a broad and unambiguous consensus opposed to altering the character or openness of Market Square with additional structures. While the poll had a single focus, it must also be noted that many petitioners also expressed opposition to constructing on open space in order to expand Ramsey House. Finally, and, importantly, they raised useful questions about the nature of the study that was mounted at considerable expense to the City and seemed to be aimed more at substantiating a preconceived assumption about the need for a new or expanded visitor center than at illuminating an issue through objective fact-finding. As one example, these 274 signatures represent a broader cross-section of citizen interest than the limited number of 29 individuals interviewed for the Parter study, nearly half of whom are from a roster of City officials, employees and contractors.

Beyond the Petition: Beyond opposition to construction on Market Square, many who signed these petitions also reflect a general concern about tourism as a development issue for Alexandria. They asked if the City planned to study the pros and cons of increased tourism in Old Town. If attracting more visitors can be determined to be compatible with the configuration and lifestyle of the area and has reasonable economic benefits, will the City examine approaches to promoting tourism that will showcase the attractions of the City – historical, arts, dining, lodging and commercial – and that will also respect the needs and wishes of the local population who live, work and trade in Old Town?

Petition Presentation: We present these citizen petitions and related issues in this memorandum respectfully to the Mayor and Council for review and consideration.

NO VISITOR CENTER IN MARKET SQUARE !!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. Bruce Schafer	801 S. Pitt St Alex VA 22314	BH Schafer
2. Mara Territo	The Antique Guild 113 N. Fairfax St Alex, VA - 22314	Mara Territo
3. Inez Territo	501 Slaters Lane #109, Alexandria, VA 22314	Inez Territo
4. AGNES E. KANITZ	6621 WAKEFIELD DR. ALEXANDRIA, VA.	A. Kanitz
5. MICHAEL SAULS	14 ALEXANDER ST. ALEX, VA	Michael Sauls
6. Patrick Kearney	1103 P. Pitt St Alex	Patrick Kearney
7. Peter Schumacher	2403 Leslie Hwy 2201	P. Schumacher
8. JERRY TEST	918 PRINCE	Jerry Test
9. Jeely Buikema	416 Princess St.	Alexandria, VA
10. Maria Debal	947 Bowdoin St.	Alexandria, VA
11. Donald L Ivers	1511 Bowdoin St. Alex	Alexandria, VA
12. Jim Waller	110 N. UNION ST.	Alexandria VA
13. H. E. Songster	2181 Jamieson Ave #1503	Alexandria, VA
14. Joyce Bramblett	2181 Jamieson Ave #1503	Alexandria, VA
15. Michael McSHANE	3205 BRIDGEHILL RD	Alex, VA 22305
16. Lucia Monica Chavez	1511 Paul Spring Plwy	Alexandria, VA 22308
17. Michael C. Maibach	325 Queen Street	Alexandria VA 22314
18. Pamela Beward	1758 Preston Road	Alexandria VA 22303
19. Mini Kae	731 S. Fayette St	Alexandria VA 22314
20. John Wasielowski	810 S. Lee St.	Alexandria, VA 22314

NO VISITOR CENTER IN MARKET SQUARE !!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. JOHN SCHEFFEL	400 MADISON ST #401	<i>John Scheffel</i>
2. JOSEPH CIPOLARI	400 MADISON ST #501	<i>Joseph Cipolani</i>
3. W. M. King	400 Madison St #401	<i>W M King</i>
4. D. M. Redmon	400 Madison #602	<i>D M Redmon</i>
5. J. H. Warfield	400 Madison 1207	<i>Jane Helen Warfield</i>
6. MARION A. ALLEN	400 Madison #1406	<i>Marion A. Allen</i>
7. C. H. CRAIG	400 MADISON #1301	<i>Charles H. Craig</i>
8. N R Rosen	11 #1308	<i>N R Rosen</i>
9. ANA MARIA CHASSELOUP	400 MADISON ST #409	<i>Ana Marie Chasseoup</i>
10. Lynn Sauls	14 Alexander St, Alex, VA	<i>Lynn Sauls</i>
11. CATHERINE HILLARD	404 TENNESSEE AVE.	<i>Cath - Hillard</i>
12. Donna Klock	300 N View Terr 22301	<i>Donna K. Klock</i>
13. Anna Leides	125 N Lee St #401 22314	<i>Anna Leides</i>
14. LEE PATTON	505 S FAYETTE ST 22314	<i>Lee Patton</i>
15. Magdolien Waters	17 W. CUSTIS Ave	<i>Magdolien Waters</i>
16. Vicky Tice	22301 512 Penn St. 22314	<i>Vicky Tice</i>
17. John S. Jones	...	<i>John S. Jones</i>
18. Mary S. Ruben	400 Madison St apt 1502	<i>Mary S. Ruben</i>
20. [Signature]	400 Madison St Apt 1502	<i>[Signature]</i>

NO VISITOR CENTER IN MARKET SQUARE !!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. MARK S. ALLEN	207 Jefferson St.	Mark S. Allen
2. Leslie B. Anderson	400 Madison St.	Leslie B. Anderson
3. Barbara Nelson	921 Bashford Ln	Barbara Nelson
4. Doug John	3619 TRINITY DR.	Doug John
5. Wendy M. John	3619 Trinity Dr.	Wendy M. John
6. SUSAN HOEMAN	3205 Cuck Hill Dr	Susan Hoeman
7. Torun Walker	424 Princess St Alex	Torun Walker
8. Brian Walker	424 Princess St. Alex	Brian Walker
9. GREG HILL	422 PRINCESS ST ALEX	Greg Hill
10. CHRISTINE HILL	422 PRINCESS ST	Christine Hill
11. Paul Klinefelter	325 N. Pitt St.	Paul Klinefelter
12. W P L...	322 N. Pitt St	W P L...
13. Ron Taylor - Owner	302 Montgomery Street Wheel Nuts Bike Shop Alex. VA 22314	Ronald N Taylor
14. [Signature]	1025 N. Pitt St	[Signature]
15. [Signature]	1025 N. Pitt St	[Signature]
14. Margaret G. Abshiro	1025 N. Pitt	Margaret G. Abshiro
15. Janet F. Sansone	1023 N. Pitt 22314	Janet F. Sansone
16. Nancy E. Kincaid	400 MADISON ST #1408	NANCY E. KINCAID
17. DOUGLAS FLEMING	400 MADISON ST	Douglas Fleming
18. David Symanski	512 Bellvue Pl	David Symanski
19. George Zachmann	400 Madison St, Apt 209	George Zachmann
20. Jan Abbrington	400 Madison St #1909	Jan Abbrington

NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. DIANNA & RICHARD KREUTZ	1112 N. Pk St. ALEX.	Dianna Kreutz
2. James R. Allen Jr.	Arlington VA Silver Parrot work in Old Town	James R. Allen Jr.
3. Patti Krieger	113 Ky St. Alex VA.	Patti Krieger
4. Zachary Andrus	6609 Tenth St 22311	Zachary Andrus
5. Ethel Beun	213 King St. Alex. VA 22307	Ethel Beun
6. CINDY COLLEGEMAN	2513 Ninth St Alexandria	Cindy Collegeman
7. Helen Toepfer	Belle Haven Alex VA	Helen Toepfer
8. Eli Gottlieb	1100 King St Alex VA	Eli Gottlieb
9. Eric Phillips	PO Box 1625 Alex, VA 22313	Eric Phillips
10. Elie B. Vognelin	59 Garden Dr. Alex. Va. 22304	Elie B. Vognelin
11. Daryl Jascha	1206 Tatum Dr. Alex. VA 22307	Daryl Jascha
12. ROBERT FROH	813 Bernard St Alex. VA 22314	Robert Froh
13. Robert Froh	770 Taylor St Boston MA 02119	Robert Froh
14. EDWARD G. HADDAD	918 E. N. CAROLINA AVE. SE WASH DC 20003	Edward G. Haddad
15. JANE W. BROWN	659 Longleaf Rd Shreveport, LA 71106	Jane W. Brown
16. Mary W. Vigier	5828 Prescott Alexandria, LA 71301	Mary W. Vigier
17. Mary Jondash	709 S. Union St. Alex, Va 22314	Mary Jondash
18. Camille Mazzoni	1204 S. Washington Alex VA 22314	Camille Mazzoni
19. Kent Wolcott	545 Blackhawk Ct Colorado Springs CO 80919	Kent Wolcott
20. LESLIE M. SCHWETZ	509 Lloyds Ln Alexandria, VA 22302	Leslie M. Schwetz
21. Russell C. ...	201 ...	Russell C. ...

NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. Dorothy M. Jones	125 N Lee St DH 407 Alex, VA 22314	Dorothy M. Jones
2. Emily Lago	4604 Lambert Pl. Alex. 22311	Emily Lago
3. Sarah Rolph	4600 S. 4 Mile Run drive 22204	Sarah Rolph
4. Kate Schlabsch	400 Madison St #306 Alex	Kate Schlabsch
5. Christine Kohls-Heavner	1236 N. 29th St ARL, VA	Christine Kohls-Heavner
6. ANTOINETTE ROLPH	3512 S. UTAH ST, ARL, 22206 (ALEXANDRIA RESIDENT 1960-2003 - still work in old town)	Antoinette Rolph
7. Pam Frost	502 E. Nelson Ave, Alex., Va. 22301	Pam Frost
8. Jennifer Adams	7A W. Caton Ave Alex VA 22301	J Adams
9. Beth Tompkins	1201 BELLE VUE BLVD ALEX VA 22304	Beth Tompkins
10. Marie Whelan	115 N Lee ST ALEXANDRIA VA 22314	Marie Whelan
11. CHARLOTTE THORPE	1250 S. WASHINGTON ST. #510 22314	Charlotte Thorpe
12. PHILIP FORSTER	1250 S. WASHINGTON ST. #508 22314	Philip Forster
13. Nicole Durkin	3416 Sharon Chapel Rd 22310	Nicole Durkin
14. CHARLES E RICE	739 Upland Pl, ALEXANDRIA VA	Charles E Rice
15. Sue Dodge	739 Upland Pl. Alexandria	Sue Dodge
16. Margaret Cummins	5403 INT EIGHTH Drive Alex VA 22313	Margaret Cummins
17. CHRISTINE FERNANDEZ	5335 DUKE ST. #106 Alexandria Va 22304	Christine Fernandez
18. CARMEN URBAN	4228 VERMONT AVE. ALEXANDRIA, VA 22304	Carmen Urban
19. MEGAN DONLEY	102 N. UNION ST ALEXANDRIA, VA 22314	Megan Donley
20. ANGELA RICE	4108 JAVINS DR Alex. VA 22310	Angela Rice
21. Frances Watson	8223 Treebrook Ln Alex Va 22308	Frances Watson



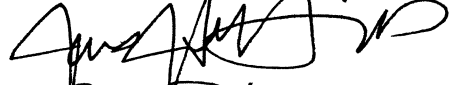
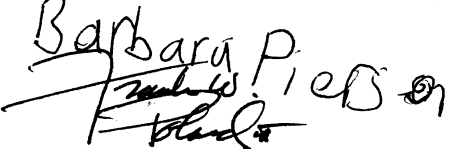
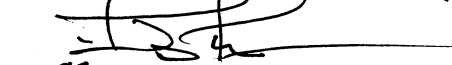



NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. MARTHA VAN GUGGENBERG	640 Oakland Terrace Harwood Cuppersesq Alexandria VA 22302	
2. Thomas Couplet	110 N. St Asaph St, Alex. VA, 22314	Thomas L Couplet
3. PAUL WILLIAMS	BUCHANAN TRAIL, 115 N. FAIRFAX ST.	Paul Williams
4. Sergio Mueller	10300 Zion Drive Fx, VA 22032	Sergio Mueller
5. H. Talmage Day	113 N. Fairfax St.	H. Talmage Day
6. Sharon Phillips	4325 N. Sierra Bonita LA, CA 90046	Sharon Phillips
7. Stephanie Elsheikh	4041 Woodmont Rd. Alex. VA 22307	Stephanie Elsheikh
8. Jennifer Beun	1315 Commonwealth Ave., Alex. VA 22301	Jennifer Beun
9. David Posay	1715 N Cliff St. Alexandria, VA 22301	
10. Doug Severson	650 Columbus St., Alexandria VA 22301	
11. Anne Rabun Fox	RADNOR RD. BETHESDA, MD 20817	
12. Alan Storker	6317 Manassas way Alex, VA 22304	
13. Gail Good	P.O. Box 421 Bayboro, NC 28515	Gail Good
14. Larry V. Buel	11506 Carroll Court Upper Marlboro, MD 20772	
15. ROGER TWINN	1420 KEY DR, ALEXANDRIA, VA 22302	Roger L. Twinn
16. KENT ROBERTS	7813 THIRD AVE, BROOKLYN NY 11209	Kent Roberts
17. Joseph Samoyedra Jr.	7813 Third Ave, Brooklyn, N.Y. 11209	Joseph Samoyedra Jr.
18. Linda Shugarts	51 Mill Pond Dr Lancaster PA 17603	Linda A. Shugarts
19. R. Roland Shugarts	51 M. 11 Pond Dr LANCASTER, PA 17603	R. Roland Shugarts
20. Melissa Carey	4135 Locom Lane, Arlington, VA 22207	Melissa Carey
21. Stefannie Coggeshall	281 Doral Open, Johnstons C. 29185	Stefannie Coggeshall

NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt.#/zip)	SIGNATURE
MARGARET HODGES		
1. Margaret Hodges	830 S. LEE ST	
2. Bob. Peg Wilcox	310 S. LEE ST	
3. Katy Cannady	20 EAST OAK ST.	Katy Cannady
4. LINDA COUTURE	422 N Union	Linda Couture
5. JUDITH COLE	607 PRINCESS ST	Judith Cole
6. Jennifer Hollings	511 S. Lee St	Jennifer Hollings
7. Townsend A. Van Fleet	26 Wolfe St.	Townsend A. Van Fleet
8. James Lettenberger	107 Prince St.	
9. Q.M. Pierson	107 Prince St.	Q.M. Pierson
10. Barbara G. Pierson	107 Prince St.	Barbara Pierson
11. FRANK W. POLAND	215 S. UNION	
12. Paul T. Watson III	806 Jefferson	Paul T. Watson III
13. Winifred R. Schmidt	110 DUKE ST	Elizabeth R. Schmidt
14. Richard Henry	102 1/2 Prince St.	
15. Edward C. Schmidt	110 Duke St.	
16. Katherine Wiegmann	106 Prince St	
17. R. Hackney Wiegmann	106 Prince St	R. Hackney Wiegmann
18. ELIZABETH HENRY	102 1/2 PRINCE ST	Elizabeth Henry
19. JACK SULLIVAN	4300 EVAN AVE	
20. Lillian J White	119 W. Mason 22301	Lillian J White

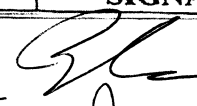
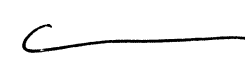



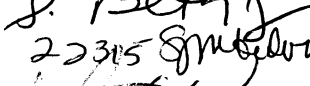

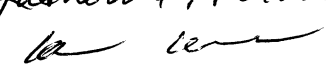
NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. SUSAN LOWTHER	403 W. HANSON VIEW AVE 22301	Susan Lowther
2. TARA LLOYD	221 W. FAIRFAX ST. 22314	Tara Lloyd
3. Kelly White	323 S. Lee	Kelly White
4. Rita Treay	6414 Washington 22306	Rita Treay
5. F.X. WHYTE	1207 Park Lee Dr. 22307	F.X. Whyte
6. JANICE WILDER	8233 CLIFTON FARM CT 22306	Janice Wilder
7. Marianne McNeely	1403 Russell Rd Alex, VA 22301	Marianne McNeely
8. Mr. Robert Lipnick	5308 Pender Court Alex 22304	Robert Lipnick
9. Lauren Davis	1507 Wake Forest Dr. Alex. 22307	Lauren Davis
10. Lee Ann Sklar	5851 Monticello Alex VA 22303	Lee Ann Sklar
11. KEVIN JOHNSON	309 N. Royal C	Kevin Johnson
12. Nancy Widmer	508 Ramsey St Alexandria, Va	Nancy Widmer
13. KATHA OBITS	4631 N. 23rd St 22207	Katha Obits
14. Laura Nakatani	119 N. Peyton St. Alex.	Laura Nakatani
15. Courtney Elwood	513 Duke St. Alexandria VA	Courtney Elwood
16. Susan Tuttle	521 S Lee St.	Susan Tuttle
17. RICHARD TROYER	3400 Holly St ALEX VA 22305	Richard Troyer
18. NANCY GILBERT	1118 JANNON'S LANE Alex 22302	Nancy Gilbert
19. Melame New	109 Duke St	Melame New
20. Julie Adams	505 Chestwood Dr	Julie Adams

NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. VINCENT M. PALADINI	114 CAMDEN MANS, ALEXANDRIA	
2. DENISE T. ROGERS	9073 GILTINAN CT, SPRINGFIELD, VA 22153	Denise J. Rogers
3. Georgina Sayer	208 S. St. Asap St	
4. Dave Weinstein	416 Gibbon St., Alexandria, VA 22314	
5. Bethany Weinstein	416 Gibbon St, Alex, VA 22314	B. Weinstein
6. Elizabeth Schutz	709 S. Lee St. Alex, VA 22314	E. Schutz
7. Isabella Wright	P.O. Box 473 Garrett Park, MD 20816	
8. Bonnie S. Daniel	5904 Mt Eagle Dr., #1209 22303	Bonnie S. Daniel
9. Lisa Cecchi	539 Tobacco Quay, Alexandria 22314	
10. Beth King	2114 Rampart Dr. Alex, Va. 22308	B. King
11. Sara Kadowaki	4505 Wyne ct Alex 22315	
12. Lori Dunn	418 So Lee St. Alex 22314	
13. Ellen Stefan	PO Box 336 Beckertown VA 20140	Ellen Stefan
14. Jan Test	1403 Country Lane	Jan M. Test
15. Jenny Seward	619 Beaverly DR. 22305	Jenny Seward
16. Ryan Hardy	27A E. Howell Ave. 22301	Ryan Hardy
17. Carol Bolka	104 Duke St 22314	Carol Bolka
18. Katherine A Gause	2105 Paul Spk Plaz Alex 22308	Katherine A Gause
19. Kent Kelley	1018 Hamilton St NE 20041	
20. J. Butyk	1109 Priscilla L. Alex, VA.	J. Butyk

NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. Carter Kidd	1120 Key Drive, 22302	<i>Carter Kidd</i>
2. Pam Murphy	509 Canterbury Lane, 22314	<i>Pam Murphy</i>
3. Leslie Reed	500 Wolf St. 22314	<i>Leslie Reed</i>
4. Thomy Decker	6474 Dept 111	<i>Thomy Decker</i>
5. (Rosa Kesthe-Dawn	Deerford	<i>Rosa Kesthe-Dawn</i>
6. Erica Hosken	Springfield VA 22151	<i>Erica Hosken</i>
7. Yvonne Decker	S. Pitt St	<i>Yvonne E. Decker</i>
8. Eloise Vitello	6714 BRACKEN CT Spr. 22322	<i>Eloise Vitello</i>
9. Steve Schmidt	602 N. OUGLOOK DR 22301	<i>Steve Schmidt</i>
10. Camilla Ryali	905 Franklin St.	<i>Camilla B. Ryali</i>
11. Alison Avery	2206 Windsor Rd.	<i>Alison Avery</i>
12. Susan Decker	507 Summers Ct ALEX	<i>Susan Decker</i>
13. Lois M. Jennings	6409 16th St. Alexandria	<i>Lois M. Jennings</i>
14. Louise Bennett	Alexandria	<i>L. Bennett</i>
15.		
16. KRISTEN QUINLAN	123 PRINCE ST 22314	<i>Kristen Quinlan</i>
17. Tracy Self	3043 N. Oxford Ave.	<i>Tracy Self</i>
18. ALICIA McCASLIN	313 WILKES ST.	<i>Alicia McCaslin</i>
19. Judy Fox	809 Chalfonte Dr	<i>Judy Fox</i>
20. Karen Snyder	420 N. Union St. Alexandria, VA 22314	<i>Karen Snyder</i>

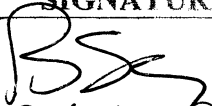




NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. KATHERINE EUSWORTH	214 1/2 N FAIRFAX ST 22314	K Eusworth
2. Mark Davis		Mark Davis
3. Del M. Harn	8021 Fairfax Rd Alex. Va	Del M. Harn
4. Jill Lambert Burnett	309 Franklin Street	Jill Burnett
5. Allison MacMahon	2809 Lee Oaks Ct 302 Falls Church, VA 22046	Allison MacMahon
6. Richard Ferris	2610 Woodlawn Trail, Alex VA 22304	Richard Ferris
7. Lisa Schumaker	511 E Nelson Ave Alex VA 22304	Lisa Schumaker
8. Sheryl W. Walling	206 S. P. 44 St. Alex. VA 22314	Sheryl Walling
9. Sheryl Roberts	1001 Waynewood Blvd Alex VA 22308	Sheryl Roberts
10. Mariana Bannasci	1702 W. Abingdon Dr #12 Alex VA 22314	Mariana Bannasci
11. Hallie Smith	508 Queen St.	Hallie Smith
12. Jamie Smith	400 S Fairfax St	Jamie Smith
13. R. Haney	3613 Huntley Dr Fairfax Va 22030	R. Haney
14. Ian Silver	2710 JEFFERSON DR Alex. VA 22305	Ian Silver
15. Frances Byrum	10415 Carlys Pl Clor NC 28277	Frances Byrum
16. Pamela Thiessen	431 S. Fairfax St Alexandria VA 22314	Pamela Thiessen
17. Tracea Levy	419 Franklin St. Alexandria VA 22314	Tracea Levy
18. Cecily Kidd	1120 Key Dr. 22302	Cecily Kidd
19. Sarah Gudrum	Union Street	Sarah Gudrum
20. Laura Morton	619 S Fairfax	Laura Morton
21. Donna		

NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. Ben Do Flatt	649 S. Wash. St. Alex. VA 22314	
2. JACK ANDREWS	2208 Harpoon Dr. Stafford VA 22554	
3. Deanna ANDREWS	2208 Harpoon Dr. Stafford, VA 22554	
4. JOHN BRITTINGHAM	10714 WELLINGTON ST FREDERICKSBURG VA 22407	
5. 	" "	Sheryl Sanders
6. Judy I Fisher Judy T Fisher	4135 Evergreen Rd Fairfax, Va.	Judy I Fisher
7. Kay A. Leatt	361 W 21st St. Apt. 2R New York NY 10011	Kay A. Leatt
8. Ivy Whitlatch	700 Chetworth Pl., Alex. VA 22314	Ivy Whitlatch
9. Philip R. Bevan	118 East Melrose Street, Chevy Chase, MD 20815	Philip R. Bevan
10. Paul B. Essex	4215 Woodberry St, Hyattsville, MD 20782	Paul B. Essex
11. John M. Essex	4215 Woodberry St University Park, MD 20782	John M. Essex
12. David Allen	5839 N 20th St Arlington VA 22205	David Allen

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NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. Stephanie Diamond	6 W. Maple St. Alex 22301	[Signature]
2. Jennifer Symore	712 S. P.H. St. 22314	[Signature]
3. Kristine Martin	15 Hollywood Ave. North Alexandria 22304	[Signature]
4. Sylvia Schmah	2901 Holly St. Alex, VA 22305	[Signature]
5. Natasha Nelson	2121 Columbia Pike Apt. VA. 22204	[Signature]
6. Maria Virginia Jaramaz	4507 W. Braddock Rd. Alex VA. 22304	[Signature]
7. Rosebud Silverstein	211 N. Columbus St. Alex VA	[Signature]
8.		
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NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. Casey Kane	5375 Duke St #909 22304	<i>Casey Kane</i>
2. Ellen Gross	3207 Collard St 22306	<i>Ellen Gross</i>
3. Gerard Rodriguez	8601 Falkstone Ln 22309	<i>Gerard Rodriguez</i>
4. R. Bright	8567 Southlawn Ct 22309	<i>R. Bright</i>
5. P. Jane Stevens	3770 Keller Ave. 22302	<i>P. Jane Stevens</i>
6. Alison Levy	2052 Washington Ave 20910	<i>Alison Levy</i>
7. Barbara MacMahon	2916 Landover St. Alex VA 22305	<i>Barbara MacMahon</i>
8. Alana Hurley	8522 Towne Manor Ct Alex VA 22309	<i>Alana Hurley</i>
9. <i>Paul De Court</i>	104 E. Luray Ave. Alex 22301	<i>Paul De Court</i>
10. <i>Tyler De Court</i>	104 E. Luray Ave. Alex 22301	<i>Tyler De Court</i>
11. John J. Patrick	13A East Oak St 22301	<i>John J. Patrick</i>
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NO VISITOR CENTER IN MARKET SQUARE !!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. [illegible]	613 S. [illegible]	[illegible]
2. Sharon [illegible]	572 [illegible] St. Alex Va. Shm [illegible]	[illegible]
3. Audrey Baber	1701 Dewitt	A. M. Baber
4. Mark Erb	33 N. French St	Mark M. Erb
5. Anna [illegible]	33 N. French St	Anna Erb
6. Cynthia E Reid	5422 Crowley Pl	May Va Cynthia E Reid
7. Clark Reid	5422 Crowley Pl	Clark Reid
8. CATHERINE HAGEREN	400 MADISON	Cathy Hageren
9. MARY F. WILSON	400 MADISON	Mary F. Wilson
10. MICHELLE DYNAR	801 N. PITT ST. #007	Michelle Dynar
11. JOHN TROCHIMOWICZ	801 N. PITT ST #007	John Trochimowicz
12. Tom Rice	505 S. Fairfax	Tom Rice
13. Doreen C. Hony	630 S. Saint Asaph	Doreen C. Hony
14. Lucy Johnson	Market Square	Lucy Johnson
15. [illegible]	301 Princeton Blvd	[illegible]
16. Renee Reynolds	301 Princeton Blvd	Renee Reynolds
17. Richard W. Miller	808 S. Lee St.	Richard W. Miller
18. C. Dale Duvall	1502 S. Stafford	C. Dale Duvall
19. Jennie Alwage	1502 S. Stafford	Jennie Alwage
20. Deborah Outen	513 Franklin St	Deborah Outen
21. [illegible]	513 Franklin St	[illegible]

LDR Lonnie Rich
9
1-24-04

VISITOR'S CENTER
Alexandria City Council Public Hearing
January 24, 2004

Mr. Mayor and Members of Council, my name is Lonnie Rich and I am here today as the Alexandria Chamber's Vice-Chair for Government Relations. We strongly support the idea for a new or expanded Visitor's Center.

Although staff has encouraged you to table this issue, it is our opinion that you should not. The consultant and other groups that have looked at the current facility have concluded that it is inadequate for our tourists. Intuitively, this adversely affects the many small businesses, shops, restaurants and hotels who are dependent upon tourists being adequately served so they will stay longer, shop more, return to Alexandria and tell their friends about us.

I understand that an economic cost benefit analysis has not been done to prove these benefits which many of us perceive intuitively, but I have two comments:

First, if a study is needed, then commission the study rather than

tabling the matter. The Chamber is willing to work cooperatively with your consultant to perform such an analysis.

Second, and more importantly, we often act without a formal economic study. Over the last decade or so, we have rehabilitated, upgraded or expanded many^(most) of our public facilities – schools, libraries, recreation centers, ball fields, even City Hall – all, to my knowledge, without any economic cost benefit analysis. Why? Simply because that is what a world-class, first-class City does.

We know that our Visitor's Center is inadequate for our tourists and that it is inadequate for a City like Alexandria that has so much to offer our visitors. I encourage you to keep the new or expanded Visitor's Center alive with or without a formal economic study and I encourage you to get this project in the queue for our capital improvement budget.

Thank you.

#9
1-24-04

Docket item 9
Visitors Center
January 24, 2004

Good Morning, I am Lillian J. White, co-president of the League of Women Voters of Alexandria. We support promoting the economic health of our city by promoting tourism.

A way to accomplish this is to establish a Visitors Center that has high visibility and accessibility. Establish a Visitors Center that offers interpretive history, event promotion, information and, of course accessible rest rooms and possibly a cyberspace café. Establish a Visitors Center that is integrated in the heart of the historical center, Old Town.

We think the Hannelores' site on Pitt and King Streets fits this description. But we do not think you should ignore consideration of expanding the Ramsey site, adding the use of interpretative technology, restrooms and making it ADA compliant because we realize the lease and built out expenses of establishing a Visitors Center at Pitt and King Streets.

We do not support taking open/civic space from the front of City Hall to build a center or locating and building a center on the awkward space at the King Street Park site, the hat.

Furthermore, we recommend installing a Kiosk at King Street Station (working with WMATA), inside the gate and unstaffed.

According to Mark Jinks, the assistant city manager most tourists enter the city by car from Washington Street (80%), therefore we recommend installing signage designed to meet Washington Street standards that directs visitors to the center. We also recommend off Washington Street signage that directs tourists to City parking garages and lots.

At the city parking areas, we recommend pictorial maps of historical sights. We also recommend offering some free parking during high tourist season at designated areas.

A successful plan must include Motor Coach Management. We strongly recommend designated tour bus routes and parking sites around the city. We further recommend that tourist that come to our city by tour buses be dropped off at the King Street Metro area and board Dash About free ride with guides assigned to travel a King Street/Mt. Vernon Avenue Del Ray route. We also recommend a huge campaign to encourage the DC connected and other visitors to use Metro rail.

We recommend that the marketing plan include:

- *working with the hotel association, hotels, motels, bookstores, retailers, the Chambers to promote an integrated plan and to promote advertising of the city.

- *working with DC/Mt. Vernon tourist centers.

*costumed character on King Street to also direct visitors to lower King Street shops and restaurants, the Torpedo Factory and, of course the waterfront.

*encourage Gadsbys to hold the 18th century fair at least 2X a year and assist them to do so.

We strongly recommend showing off our historical city from the Lyceum, Gadsbys, the Black Resource Center to the Archaeology Museum and Fort Ward Museum and Park and, of course, the waterfront.

The end result would only mean happy tourists and cash registers ringing. In 2002 tourism statistics showed a \$425.2 million in tourism revenue with \$10.3 million in taxes generated for our city. Wise further planning can accomplish more, which would also help relieve some of the real estate burden placed on property owners in our city.

We recommend not making a decision today or on the 27th without, if you have not done so, carefully considering the location and the cost benefits for the city. We highly recommend going ahead with Motor Coach Management and signage considerations as soon as possible.

Thank you for the opportunity to speak on this important project.

original

#9

1-24-04

TO The Honorable William Euille, Mayor, and Members of the Alexandria City Council

FROM Interested Citizens of Alexandria, represented by:

Mara Territo, owner, The Antique Guild, 113 North Fairfax Street,
resident 813 Bernard Street, Alexandria; and,

Leslie Anderson, resident 400 Madison Street, #1505, Alexandria

SUBJECT Presentation of Citizen Signatures in Opposition to the Proposed Visitor Center Construction on Market Square, and Other Tourism Considerations

DATE ^{January}
~~December~~ 24, 2004

Attached are the signatures of 274 citizens of Alexandria and surrounding communities, expressing opposition to the construction of a visitor center on Market Square in Old Town.

The signatures were collected over a one month period from October 24th through the end of November 2003 with the intention of presenting them at the public hearing on January 24, 2004 for consideration of the Council on January 27, 2004. Since the City Manager's December 4th report to the Mayor and Council recommends against Market Square for such a project and likewise for a Ramsey House expansion, we hope that these petitions will serve to strengthen that recommendation and permanently eliminate both sites from the considerations cited in the Parter Report, a study of the visitor center possibilities undertaken in 2003 by Parter International, Inc. at the request of the City of Alexandria.

About the Petition Drive: The purpose of the petition drive was to poll the community about the construction of a visitor center on Market Square and to verify the sense of overwhelming opposition to such construction that was expressed by citizens attending the October 23rd general public meeting/consultant presentation at City Hall.

The signatures were gathered by several individuals at a variety of venues, including: 1) the Saturday morning market, 2) local businesses, 3) local civic and residents' meetings and, 4) individual residences. While the petition question sought opinion solely on the matter of Market Square, many signers also raised questions about other visitor center options proposed in the Prater Report (e.g. Ramsey House modifications) and about Alexandria's general approach to tourism.

The Signatures: The majority of petition signatures represent the views of business owners and residents of Old Town Alexandria. These are individuals whose businesses are in Old Town, who live in the immediate vicinity of Market Square or who live

nearby. In addition, the petitions include the opinions of residents in surrounding communities who frequent Market Square and shop in the area.

The Result : The 274 individuals signers of these petitions represent a broad and unambiguous consensus opposed to altering the character or openness of Market Square with additional structures. While the poll had a single focus, it must also be noted that many petitioners also expressed opposition to constructing on open space in order to expand Ramsey House. Finally, and, importantly, they raised useful questions about the nature of the study that was mounted at considerable expense to the City and seemed to be aimed more at substantiating a preconceived assumption about the need for a new or expanded visitor center than at illuminating an issue through objective fact-finding. As one example, these 274 signatures represent a broader cross-section of citizen interest than the limited number of 29 individuals interviewed for the Parter study, nearly half of whom are from a roster of City officials, employees and contractors.

Beyond the Petition: Beyond opposition to construction on Market Square, many who signed these petitions also reflect a general concern about tourism as a development issue for Alexandria. They asked if the City planned to study the pros and cons of increased tourism in Old Town. If attracting more visitors can be determined to be compatible with the configuration and lifestyle of the area and has reasonable economic benefits, will the City examine approaches to promoting tourism that will showcase the attractions of the City – historical, arts, dining, lodging and commercial – and that will also respect the needs and wishes of the local population who live, work and trade in Old Town?

Petition Presentation: We present these citizen petitions and related issues in this memorandum respectfully to the Mayor and Council for review and consideration.

NO VISITOR CENTER IN MARKET SQUARE !!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. Bruce Schafer	801 S. Pitt St Alex VA 22314	Bruce Schafer
2. Mara Territo	The Antique Guild 113 N. Fairfax St Alex, VA - 22314	Mara Territo
3. Inez Territo	501 Slaters Lane #109, Alexandria, VA 22314	Inez Territo
4. AGNES E. KANITZ	6621 WAKEFIELD DR. ALEXANDRIA, VA.	A. Kanitz
5. MICHAEL SAULS	14 ALEXANDER ST. ALEX, VA	Michael Sauls
6. Patrick Kearney	1103 PITT ST Alex	Patrick Kearney
7. Peter Schumacher	2403 Leslie Hwy 2201	P. Schumacher
8. ZY TEST	918 PRINCE	Z. Test
9. Juley Buikema	416 Princess St.	Alexandria, VA
10. Marci Debal	947 Bowdoin St.	Alexandria, VA
11. Donald L Ivers	1511 Bowls Green Blvd	Alexandria, VA
12. Jim Waller	110 N. UNION ST.	Alexandria VA
13. H. E. Songster	2181 Jamieson Ave #1503	Alexandria, VA
14. Joyce Bramblett	2181 Jamieson Ave #1503	Alexandria, VA
15. Michael McShane	3205 BRIDGE HILL RD	Alex, VA 22305
16. Lucia Monica Chavez	1511 Paul Spring Place	Alexandria, VA 22308
17. Michael C. Maibach	325 Queen Street	Alexandria VA 22314
18. Pamela Beward	1758 Preston Road	Alexandria VA 22309
19. Mini Kae	731 S. Fayette St	Alexandria VA 22314
20. John Wasielewski	810 S. Lee St.	Alexandria, VA 22314

NO VISITOR CENTER IN MARKET SQUARE !!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. JOHN SCHEFFEL	400 MADISON ST #401	<i>John Scheffel</i>
2. JOSEPH CIPOLARI	400 MADISON ST #501	<i>Joseph Cipolani</i>
3. W. M. King	400 Madison St #401	<i>W. M. King</i>
4. S. M. Redmon	400 Madison #602	<i>S. M. Redmon</i>
5. J. H. Warfield	400 Madison 1207	<i>Jane Horne Warfield</i>
6. MARION A. ALLEN	400 Madison, #1406	<i>Marion A. Allen</i>
7. C. H. CRAIG	400 MADISON #1301	<i>Charles H. Craig</i>
8. N. R. ROSEN	11 #1308	<i>N. R. Rosen</i>
9. ANA MARIA CHASSELOUP	400 MADISON ST #409	<i>Ana Maria Chasseoup</i>
10. Lynn Sauls	14 Alexander St, Alex, VA	<i>Lynn Sauls</i>
11. CATHERINE HILLARD	404 TENNESSEE AVE, Park - Hillard	<i>Catherine Hillard</i>
12. Donna Klock	300 N View Terr 22311	<i>Donna Klock</i>
13. Anna Leiden	125 N Lee St #401 22314	<i>Anna Leiden</i>
14. LEE PETERSON	505 S FAYETTE ST 22314	<i>Lee Peterson</i>
15. Magdalen Waters	17 W. CUSTIS Ave 22301	<i>Magdalen Waters</i>
16. Vicky Hill	512 Prince St. 22314	<i>Vicky Hill</i>
17. John J. Jones	..	<i>John J. Jones</i>
18. Mary S. Ruben	400 Madison St apt 1502	<i>Mary S. Ruben</i>
20. [Signature]	400 Madison St Apt 1502	<i>[Signature]</i>

NO VISITOR CENTER IN MARKET SQUARE !!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. MARK S. ALLEN	207 Jefferson St.	Mark S. Allen
2. Leslie B. Anderson	400 Madison St.	Leslie B. Anderson
3. Barbara Nelson	921 Bashford Ln	Barbara Nelson
4. Doug John	3619 TRINITY DR.	Doug John
5. Wendy M. John	3619 Trinity Dr.	Wendy M. John
6. SUSAN HOEMAN	3205 Cucke Hill Dr	Susan Hoeman
7. Toran Walker	424 Princess St Alex	Toran Walker
8. Brian Walker	424 Princess St. Alex	Brian Walker
9. GREG HILL	422 PRINCESS ST ALEX	Greg Hill
10. CHRISTINE HILL	422 PRINCESS ST	Christine Hill
11. Paul Klinefelter	325 N. Pitt St.	Paul Klinefelter
12. W. P. L...	322 N. P. St.	W. P. L...
13. Ron Taylor - Owner	302 Montgomery Street Wheel Nuts Bike Shop Alex. VA 22314	Ronald N. Taylor
14. [Signature]	1025 N. Pitt St	[Signature]
15. [Signature]	1025 N. Pitt St	[Signature]
14. Margaret G. Abshire	1025 N. Pitt St	Margaret G. Abshire
15. Janet F. Sansone	1023 N. Pitt 22314	Janet F. Sansone
16. Nancy E. Kincaid	400 MADISON ST #1408	Nancy E. Kincaid
17. DOUGLAS FLEMING	400 MADISON ST	Douglas Fleming
18. David Symanski	512 Bellvue Pl	David Symanski
19. George Zachmann	400 Madison St, Apt 209	George Zachmann
20. Jan Abbruttan	400 Madison St #1909	Jan Abbruttan

NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. DIANNA & RICHARD KREUTZ	1112 N. Pk St. ALEX.	Dianna Kreutz
2. James R. Allen Jr.	Arlington VA Silver Throat work in Old Town	James R. Allen Jr.
3. Patti Krieger	113 Ky St. Alex VA.	Patti Krieger
4. Zachary Andrus	6609 Tenth St 22311	Zachary Andrus
5. Ethel Beun	213 King St. Alex. VA 22307	Ethel Beun
6. CINDY COLLEGEMAN	2513 Ninth St Alexandria	Cindy Collegeman
7. Helen Toepfer	Belle Haven Alex VA	Helen Toepfer
8. Elliott Nash	1400 Ky St Alex VA	Elliott Nash
9. Eric Phillips	PO Box 1625 Alex, VA 22313	Eric Phillips
10. Elj. B. Vognelin	59 Garden Dr. Alex. Va. 22304	Elj. B. Vognelin
11. Daryl Jascha	1206 Tatum Dr. Alex. VA 22307	Daryl Jascha
12. ROBERT FRON	813 Bernard St Alex. VA 22314	Robert Fron
13. Albert Kuehn	770 Taylor St Boston MA 02119	Albert Kuehn
14. EDWARD G. HADDAD	918 E. N. CAROLINA AVE. SE WASH DC 20003	Edward G. Haddad
15. JANE W. BROWN	659 Longleaf Rd Shreveport, La 71106	Jane W. Brown
16. Mary W. Viggier	5828 Prescott Alexandria, LA 71301	Mary W. Viggier
17. Mary Jon Nash	709 S. Union St. Alex, Va 22314	Mary Jon Nash
18. Camille Mazzoni	1204 S. Washington Alex VA 22314	Camille Mazzoni
19. Kent Wolcott	545 Blackhawk Ct Colorado Springs CO 80919	Kent Wolcott
20. LESLIE M. SCHWETZ	509 Lloyds Ln Alexandria, VA 22302	Leslie M. Schwetz
21. Russell C. ...	201 ...	Russell C. ...

NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. Dorothy M. Jones	125 N Lee St DH407 Alex, VA 22314	Dorothy M. Jones
2. Emory Lugo	4604 Lambert Pl. Alex. 22311	Emory Lugo
3. Sarah Rolph	4600 S. 4 Mile Run drive 22204	Sarah Rolph
4. Kate Schlabsch	400 Madison St #306 Alex VA	Kate Schlabsch
5. Christine Kohls-Heavner	6236 N. 29th St ARL, VA	Christine Kohls-Heavner
6. ANTOINETTE ROLPH	3512 S. UTAH ST, ARL, 22206 (ALEXANDRIA RESIDENT 1960-2003 - still work in old town)	Antoinette Rolph
7. Pam Frost	502 E. Nelson Ave, Alex., Va. 22301	Pam Frost
8. Jennifer Adams	7A W. Caton Ave Alex VA 22301	J Adams
9. Beth Thompson	1201 BLUE VIEW BLVD ALEX VA 22304	Beth Thompson
10. Marie Whelan	115 N Lee ST ALEXANDRIA VA 22314	Marie Whelan
11. CHARLOTTE THORPE	1250 S. WASHINGTON ST. #510 22314	Charlotte Thorpe
12. PHILIP FORSTER	1250 S. WASHINGTON ST. #508 22314	Philip Forster
13. NICOLE DURLING	3416 Sharon Chapel Rd 22310	Nicole Durling
14. CHARLES E RICE	739 Upland Pl, ALEXANDRIA VA	Charles E Rice
15. Sue Dodge	739 Upland Pl. Alexandria	Sue Dodge
16. Margaret Cumming	5403 INT EIGHT Drive Alex VA 22313	Margaret Cumming
17. CHRISTINE FERNANDEZ	5335 DUKE ST. #106 Alexandria Va 22304	Christine Fernandez
18. CARMEN URBAN	4228 VERMONT AVE. ALEXANDRIA, VA 22304	Carmen Urban
19. MEGAN DONLEY	102 N. UNION ST ALEXANDRIA, VA 22314	Megan Donley
20. ANGELA RICE	4108 JAVINS DR Alex. VA 22310	Angela Rice
21. Frances Watson	8223 Treebrooke Ln Alex Va 22308	Frances Watson

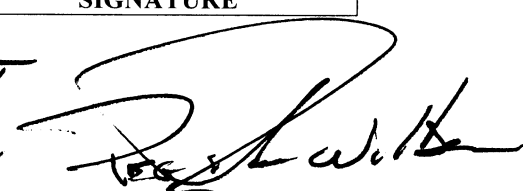

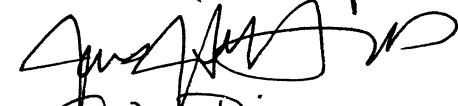
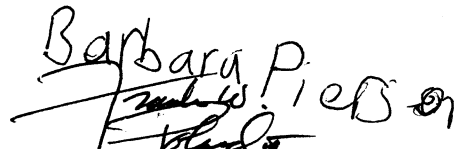
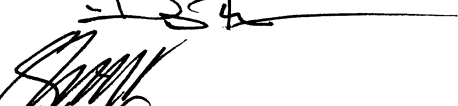
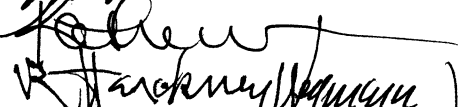


NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. MARTHA VAN GUGGERBERG	640 Oakland Terrace Herndon Virginia	
2. Thomas Couplet	Alexandria VA 22304 110 N. St Asaph St, Alex. VA, 22314	Thomas L Couplet
3. PAUL WILLIAMS	BUCHANAN VIRGIL, 115 N. FAIRFAX ST.	Paul Williams
4. Sergio Mueller	10300 Zion Drive Fx, VA 22032	Sergio Mueller
5. H. Talmage Day	113 N. Fairfax St.	H. Talmage Day
6. Sharon Phillips	4325 N. Sierra Bonita LA, CA 90046	Sharon Phillips
7. Stephanie Elsheikh	6041 Woodmont Rd. Alex. VA 22307	Stephanie Elsheikh
8. Jennifer Bean	1315 Commonwealth Ave., Alex. VA 22301	Jennifer Bean
9. David Posay	1715 N Cliff St. Alexandria, VA 22301	David Posay
10. Percy Severson	650 Columbus St, Alexandria VA 22301	Percy Severson
11. Anne Kabin	707 RADNOR RD. BETHESDA, MD 20817	Anne Kabin
12. Alan Moskowitz	6317 Manassas way Alex. VA 22304	Alan Moskowitz
13. Gail Good	P.O. Box 421 Bayboro, NC 28515	Gail Good
14. Larry V. Buel	11506 Carroll Court Upper Marlboro, VA 20772	Larry V. Buel
15. ROGER TWINN	1420 KEY DR, ALEXANDRIA, VA 22302	Roger L. Twinn
16. KENT ROBERTS	7813 THIRD AVE, BROOKLYN NY 11209	Kent Roberts
17. Joseph Samoyedra Jr.	7813 Third Ave, Brooklyn, N.Y. 11209	Joseph Samoyedra Jr.
18. Linda Shugarts	51 Mill Pond Dr Lancaster PA 17603	Linda A. Shugarts
19. R. Roland Shugarts	51 M. 11 Pond Dr LANCASTER, PA 17603	R. Roland Shugarts
20. Melissa Carey	4135 Locom Lane, Arlington, VA 22207	Melissa Carey
21. Stefannie Coggeshall	281 Doral Open, Johnstons S.C. 29135	Stefannie Coggeshall

NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt.#/zip)	SIGNATURE
MARGARET HODGES		
1. Margaret Hodges	830 S. LEE ST	
2. Bob. Peg Wilber	310 S. LEE ST	
3. Katy Cannady	20 EAST OAK ST.	Katy Cannady
4. LINDA COUTURE	422 N Union	Linda Couture
5. JUDITH COLE	607 PRINCESS ST	Judith Cole
6. Jennifer Hollings	511 S. Lee St	Jennifer Hollings
7. Townsend A. Van Fleet	26 Wolfe St.	Townsend A. Van Fleet
8. James Lettenberger	107 Prince St.	
9. L.M. Pierson	107 Prince St.	L.M. Pierson
10. Barbara G. Pierson	107 Prince St.	Barbara G. Pierson
11. FRANK W. POLAND	215 S. UNION	
12. Paul T. Watson III	806 Jefferson	Paul T. Watson III
13. Elizabeth R. Schmidt	110 Duke St	Elizabeth R. Schmidt
14. Richard Henry	102 1/2 Prince St.	
15. Edward C. Schmidt	110 Duke St	
16. Katherine Wiegmann	106 Prince St	
17. R. Hackney Wiegmann	106 Prince St	R. Hackney Wiegmann
18. ELIZABETH HENRY	102 1/2 PRINCE ST	Elizabeth Henry
19. JACK SULLIVAN	4300 EVAN/1406	
20. William J White	119 W. Mason 22300	William J White

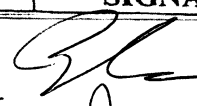
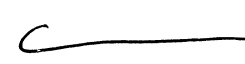

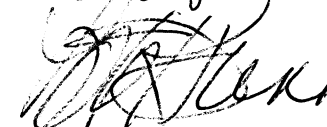
NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. SUSAN LOWTHER	403 W. MASONIC VIEW AVE 22301	Susan Lowther
2. TARA LLOYD	221 W. FAIRFAX ST. 22314	Tara Lloyd
3. Kelly White	323 S. Lee	Kelly White
4. Liz Treay	6414 Washington 22306	Liz Treay
5. F.X. WYTE	1207 Park Tree Dr. 22307	F.X. Wyte
6. JANICE WUNDER	8233 CLIFTON FARM CT 22306	Janice Wunder
7. Marianne McNeely	1403 Russell Rd Alex, VA 22301	Marianne McNeely
8. Dr. Robert Lipnick	5308 Pender Court Alex 22304	Robert Lipnick
9. Lauren Davis	1507 Wake Forest Dr. Alex. 22307	Lauren Davis
10. Lee Ann Sklar	5859 Monticello Alex VA 22303	Lee Ann Sklar
11. KEVIN JOHNSON	309 N. Royal C	Kevin Johnson
12. Nancy Widmer	508 Ramsey St Alexandria, Va	Nancy Widmer
13. KATHA OBITS	408 N. 23rd St 22207	Katha Obits
14. Laura Nakatani	119 N. Peyton St. Alex.	Laura Nakatani
15. Courtney Elwood	513 Duke St. Alexandria VA	Courtney Elwood
16. Susan Tuttle	521 S Lee St.	Susan Tuttle
17. RICHARD TROYER	3400 Holly St ALEX VA 22305	Richard Troyer
18. NANCY GILBERT	1118 JANNEN'S LANE Alex 22302	Nancy Gilbert
19. Melane New	109 Duke St	Melane New
20. Julie Adams	505 Chestwood Dr	Julie Adams

NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. VINCENT M. PALADINI	114 CAMDEN MANS, ALEXANDRIA	
2. DENISE T. ROGERS	9073 GILTINAN CT, SPRINGFIELD, VA 22153	Denise J. Rogers
3. Georgina Sayer	208 S. St. Asap 22314	
4. Dave Weinstein	416 Gibbon St., Alexandria, VA 22314	
5. Bethany Weinstein	416 Gibbon St, Alex, VA 22314	B. Weinstein
6. Elizabeth Schutz	709 S. Lee St. Alex, VA 22314	E. Schutz
7. Isabella Wright	P.O. Box 473 Garrett Park, MD 20816	
8. Bonnie S. Daniel	5904 Mt Eagle Dr, #1209 22303	Bonnie S. Daniel
9. Lisa Cecchi	539 Tobacco Quay, Alexandria 22314	Lisa Cecchi
10. Beth King	2114 Rampart Dr. Alex, Va. 22308	B. King
11. Sara Kadowaki	4505 Wyndemere Ct Alex 22315	S. Kadowaki
12. Lori Dunn	418 So Lee St. Alex 22314	
13. Ellen Stefan	PO Box 338 Bextertown VA 20140	Ellen Stefan
14. Jan Test	1403 Country Lane	Jan M. Test
15. Jenny DeWard	619 Beverly DR. 22305	Jenny DeWard
16. Ryan Hardy	27A E. Howell Ave. 22301	Ryan Hardy
17. Carol Bolka	104 Duke St 22314	Carol Bolka
18. Katherine A. Grosse	2105 Paul Spence Plaz Alex 22308	Katherine A. Grosse
19. Kent Kelley	1018 Ham. Han St NE 20041	
20. J. Butyl	1109 Prinsville L. Alex, VA.	J. Butyl

NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. Carter Kidd	1120 Key Drive, 22302	<i>Carter Kidd</i>
2. Pam Murphy	509 Canterbury Lane, 22314	<i>Pam Murphy</i>
3. Leslie Reed	500 Wolf St. 22314	<i>Leslie Reed</i>
4. Thomy Darden	6474 Dept 111	<i>Thomy Darden</i>
5. (Rosa) Kestler-Java	Deerford St	<i>Rosa Kestler-Java</i>
6. Erica Hosken	Springfield, VA 22151	<i>Erica Hosken</i>
7. Yvonne Decker	S. Pitt St	<i>Yvonne E. Decker</i>
8. Eloise Vitello	6714 BRACKEN CT Spr. 22322	<i>Eloise Vitello</i>
9. Steve Schmitt	602 N. OUGLOOK DR 22301	<i>Steve Schmitt</i>
10. Camilla Ryall	905 Franklin St.	<i>Camilla B. Ryall</i>
11. Alison Avery	2206 Windsor Rd.	<i>Alison Avery</i>
12. Susan DeFect	507 Summers Ct ALEX	<i>Susan DeFect</i>
13. Lois M. Jennings	6409 16th St Alexandria	<i>Lois M. Jennings</i>
14. Connie Bennett	Alexandria	<i>Connie Bennett</i>
15.		
16. KRISTEN QUINLAN	123 PRINCE ST 22314	<i>Kristen Quinlan</i>
17. Tracy Self	3023 N. Oxford Ave.	<i>Tracy Self</i>
18. ALICIA McCASLIN	313 WILKES ST.	<i>Alicia McCaslin</i>
19. Judy Fox	809 Chalfonte Dr	<i>Judy Fox</i>
20. Karen Snyder	420 N. Union St. Alexandria, VA 22314	<i>Karen Snyder</i>

NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. KATHERINE EUSWORTH	214 1/2 N FAIRFAX ST 22314	K Eusworth
2. Mark Davis		Mark Davis
3. Del M. Harn	8021 Fairfax Rd Alex. Va	Del M. Harn
4. Jill Lambert Burnett	309 Franklin Street	Jill Burnett
5. Allison MacMahon	2809 Lee Oaks Ct 302 Falls Church, VA 22046	Allison MacMahon
6. Richard Ferris	2610 Woodlawn Trail, Alex VA 22304	Richard Ferris
7. Lisa Schumaker	511 E Nelson Ave Alex VA 22304	Lisa Schumaker
8. Mary Ann Walling	206 S. P. 44 St. Alex. VA 22314	Mary Ann Walling
9. Shelaugh Roberts	1001 Waynewood Blvd Alex VA 22308	Shelaugh Roberts
10. Mariana Barroser	1702 W. Abingdon Dr #112 Alex VA 22314	Mariana Barroser
11. Hallie Smith	508 Queen St.	Hallie Smith
12. Jamie Smith	400 S Fairfax St	Jamie Smith
13. R. Haney	3613 Huntley Ln Fairfax VA 22030	R. Haney
14. Ian Silver	2710 JEFFERSON DR Alex. VA 22305	Ian Silver
15. Frances Byrum	10415 Carlys Pl Clor NC 28277	Frances Byrum
16. Pamela Thiessen	431 S. Fairfax St Alexandria VA 22314	Pamela Thiessen
17. Tracea Levy	419 Franklin St. Alexandria VA 22314	Tracea Levy
18. Cecily Kidd	1120 Key Dr. 22302	Cecily Kidd
19. Sarah Goodrum	Union Street	Sarah Goodrum
20. Laura Morton	619 S Fairfax	Laura Morton
21. Amy [Signature]		Amy [Signature]

NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. Ben Doffett	649 S. Wash. St. Alex. VA 22314	<i>Ben Doffett</i>
2. JACK ANDREWS	2208 Harpoon Dr. Stafford VA 22554	<i>Jack Andrews</i>
3. Deanna ANDREWS	2208 Harpoon Dr. Stafford, VA 22554	<i>Deanna Andrews</i>
4. JOHN BRITTINGHAM	10714 WELLINGTON ST FREDERICKSBURG VA 22407	<i>John Brittingham</i>
5. <i>Sheryl Sanders</i>	" "	Sheryl Sanders
6. Judy I Fisher Judy T Fisher	4135 Evergreen Rd Fairfax, Va.	Judy I Fisher
7. Kay A. Leatt	361 W 21st St. Apt. 2R New York NY 10011	<i>Kay A. Leatt</i>
8. Ivy Whitlatch	700 Chetworth Pl., Alex. VA 22314	<i>Ivy Whitlatch</i>
9. Philip A. Bevan	118 East Melrose Street, Chevy Chase, MD 20815	<i>Philip A. Bevan</i>
10. Paul B. Essex	4215 Woodberry St, Hyattsville, MD 20782	<i>Paul B. Essex</i>
11. John M. Essex	4215 Woodberry St University Park, MD 20782	<i>John M. Essex</i>
12. David Allen	5839 N 20th St Arlington VA 22205	<i>David Allen</i>
13.		
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NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. Stephanie Diamond	6 W. Maple St. Alex 22301	[Signature]
2. Jennifer Symone	712 S. P.H. St. 22314	[Signature]
3. Kristine Martin	15 Hollywood Ave. N.W. Alex 22302	Christine E. Martin
4. Sylvia Schmah	2901 Holly St. Alex, VA 22305	Sylvia Schmah
5. Natasha Nelson	2121 Columbia Pike Apt. VA. 22204	Natasha Nelson
6. Maria Virginia Jaimes	4507 W. Braddock Rd. Alex VA. 22304	M. Jaimes
7. Roseline Silverstein	211 N. Columbus St. Alex VA	R. Silverstein
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NO VISITOR CENTER IN MARKET SQUARE!!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. Casey Kane	5375 Dike St #909 22304	Casey Kane
2. Ellen Gross	3207 Collard St 22306	Ellen Gross
3. Gerard Rodriguez	8601 Falkstone Ln 22309	Gerard Rodriguez
4. R. Bright	8567 Southlawn Ct 22309	R. Bright
5. P. Jane Stevens	3770 Keller Ave. 22302	P. Jane Stevens
6. Alison Levy	2052 Washington Ave 20910	Alison Levy
7. Barbara MacMahon	2916 Landover St. Alex VA 22305	Barbara MacMahon
8. Alana Hurley	8522 Towne Manor Ct Alex VA 22309	Alana Hurley
9. Paul DeLorant	104 E. Luray Ave. Alex 22301	Paul DeLorant
10. Tyler DeLorant	104 E. Luray Ave. Alex 22301	Tyler DeLorant
11. John J. Patrick	13A East Oak St 22301	John J. Patrick
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NO VISITOR CENTER IN MARKET SQUARE !!

We the undersigned oppose the construction of a visitor center on Market Square in Old Town, Alexandria, Virginia:

NAME (print)	ADDRESS (street/apt. #, zip)	SIGNATURE
1. [illegible]	[illegible]	[illegible]
2. Sharon Davis	572 Broadway St	Sharon Davis
3. Audrey Baber	1701 DeWitt	A. M. Baber
4. Mark Erb	33 N. French St	Mark M. Erb
5. Maria Erb	33 N. French St	Maria Erb
6. Cynthia E Reid	5422 Crowley Pl	Cynthia E Reid
7. Clark Reid	5422 Crowley Pl	Clark Reid
8. CATHERINE HOFEREN	400 MADISON	Cathy H. Stark
9. MARY F. WARREN	400 MADISON	Mary F. Warren
10. MICHELLE DYNAR	801 N. Pitt St #7007	Michelle Dynar
11. JOHN TROCHIMOWICZ	801 N. Pitt St #7007	John Trochimowicz
12. Tom Rice	505 S. Fairfax	Tom Rice
13. Doreen C. Hargy	630 S. Brent Street	Doreen C. Hargy
14. Lucy Johnson	Market Square	Lucy N. Johnson
15. [illegible]	301 Princeton Blvd	[illegible]
16. Renee Reynolds	301 Princeton Blvd	Renee Reynolds
17. Richard W. Miller	808 S. Lee St.	Richard W. Miller
18. C. Dale Duvall	1502 S. Stafford	C. Dale Duvall
19. Jeanne Alwall	1502 S. Stafford	Jeanne Alwall
20. Deborah Outen	513 Franklin St	Deborah Outen
21. [illegible]	513 Franklin St	[illegible]